THE COIN MACHINE REVIEW

THE BUSINESS MAGAZINE OF THE COIN MACHINE INDUSTRY

•

August, 1948

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THE COIN MACHINE REVIEW

AUGUST, 1948

The 181st CONSECUTIVE MONTHLY ISSUE

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BUSINESS REVIEW . . .

All agencies that report on business activity seem to agree the nation moved into the second half of the year with a general upward trend which is expected to continue for the rest of the year.

The upward trend in business activity began in April and May, after a lag during the first quarter, most of the reporting agencies say. Business leaders were uneasy during the first three months of the year, but that uneasiness has disappeared, a government report says.

The renewed wave of national prosperity, measured in terms of dollar volume, is passing almost beyond imagination and still greater gains are expected. One report says factory production is beginning to "firm," which suggests a leveling off for the rest of the year.

One phase of the high dollar level of business is high prices, and all reporting agencies agree that the general level of prices is on another upward spiral. There will be spotty price declines, including some farm crops, fruits, cotton goods, perhaps shoes and some other lines. But the price trend is decidedly upward, having started the climb with vigor about April 15.

Some business leaders call the new price climb another wave of inflation and the man in the street also calls it inflation.

Operators generally agree that inflation pinches him in three ways: it raises his own cost of living, it raises his costs of doing business, and it cuts down the spending of the masses and thus reduces total income for his machines.

So, the present news of another inflation spiral is not good news for operators generally.

Chief points on which the coin machine trade will gain are the high level of employment, increased circulation of money and the building of new factories and other types of locations.

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(See BUSINESS REVIEW, page 8)

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Industry In Transitory Period With Many Perplexing Problems

CHICAGO—Many operators, distributors and manufacturers in the Industry think the summer of 1948 might have been a normal transition to a favorable fall upswing, but for the new wave of inflation under way. This is the consensus of opinion among trade leaders here and also those who visit the manufacturing center.

Manufacturers and distributors express full sympathy for the operator who has not yet found a satisfactory way to raise his prices in keeping with the increases in his costs.

The mid-summer season is still to be judged on what the full effects of the new trend of plant closings for vacation will have on patronage. Coin machine factories joined in the new trend in a general way.

The turn of the year, and the new upsurge in prices, has produced many comments on what "the future holds for the Coin Machine Industry." Concern is chiefly about what the course of general business will be, and how it will react on the trade. The second half of the year is regarded still as a period of transition.

A summary of some of the many views on the way the Industry is going is given as follows:

1. Costs are still rising; this pinches the operator most, but it also confronts distributors and manufacturers. On this point the trade must wait on the national trend. Operators have found no way to hike their prices, although they still talk about 7½-cent coins, front money, dime play to replace nickel, etc.

When all trade talk is digested, this is probably the one big topic.

2. Expected postwar booms have not come to pass. The nearest approach to a boom has been in the placing of bottle-type soft drink vendors; the full force of soft drink vendor expansion is still to be felt; lack of materials has severely checked a runaway boom—certainly for the good of the future of the business.

The prevention of a runaway boom,

Gesick New Mills Treasurer

CHICAGO—At a meeting of the Board of Directors of Mills Industries, Edward J. Gesick, former assistant secretary and treasurer of *Popular Mechanics*, was elected treasurer.

Board of Directors now comprises Ralph J. Mills, chairman; Herbert S. Mills, president; A. E. Tregenza, executive vice-president; Simms D. McGuire, president of Beloit Dairy Co.; and Fred L. Mills, Jr., son of the former president of Mills Industries.

Churvis Joins WEMP

CHICAGO — Art Churvis, son of Mac Churvis of the Churvis Advertising Co. and well-known in coin machine circles, is now connected with radio station WEMP in Milwaukee. Art was formerly connected with WBBM in Chicago and more recently with WKMO, Kokomo.

The Review Calendar . . .

Important Dates

Aug. 1 —Air Force Day.
Aug. 1 —Friendship Day.
Aug. 14 —V-J Day.

Conventions

Aug. 9-12—International Apple Assn. convention, New York.
Aug. 18-21—National Food Distributors Assn., Chicago.
Sept. 17-18—NAMA Regional Meeting, Region II, Syracuse, N. Y.; George Seedman, Chr.
Oct. 25-27—International Assn. of Ice Cream Manufacturers, Atlantic City, N. J.
Dec. 4 —CMI Health Bowl Game (tentative date), Soldier Field, Chicago.
Dec. 13-15—National Assn. of Pop Corn Manufacturers, Sherman Hotel, Chicago.
Dec. 12-15—National Automatic Merchandising Assn., Palmer House, Chicago.

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due to lack of materials, means many good years of business are still ahead when national conditions level off.

3. High prices of machines, and limited production of machines, has delayed an expected influx of new men into the operating business. Ranks of amusement, music and some types of vendors have remained stable, and this trend will continue for a long time under present conditions. Bulk vendors have brought some new men into the trade, but not above a normal level.

Soft drink vendors, pop corn vendors, coin washers are making the new operators. More recently candy vendors are being taken on by candy jobbers, new to the trade.

4. Manufacturers have a problem in expanded factories, high inventories, but kept on limited production. The manufacturing industry is going through a shaking down process. Manufacturers have more facilities for new inventions, kept busy on them, but it costs more to introduce a new idea.

To utilize expanded plants, manufacturers develop ideas outside coin machine field. One has a wire recorder that could be sensational; another has a new home record changer that the radio industry will welcome; another has a shuffleboard game that may do more for taverns than television; on and on the list could be extended.

5. Manufacturers of games are carefully studying the entire vending machine field. Success in vending field of such firms as Bally, Stoner and Keeney have provided something to think about.

6. Expansion in merchandising by machine continues to be marvelous, in spite of many difficulties, would have been a stampede but for the hardships. Stable lines like cigarettes, candy, nuts, gum have been held in check by smaller profit margins for operators.

7. In the vending machine expansion, factories have come to the front as locations for machines; hence future of vending will be affected much by rise and fall in factory employment.

Other popular types of locations have been hit by inflation, including taverns, eating places, drug stores, movie houses, etc. Soft drink vendors have broken into grocery stores with real automatic merchandising.

8. Bell machine division shows most optimism in amusement field this summer; pin ball is getting some hard blows in important territory.

9. Music machines are still hard hit; only way out seems the hard pull by which operators merchandise their music in competition with other forms of music; part of music troubles is due to smaller traffic in taverns, etc. Music-advertising services are being introduced in chain stores. If idea succeeds, an advertising service can certainly be adapted to automatic phonographs. Front money idea is getting harder as locations find business dropping. Music machines seem tied more to the ups and downs of business in a location than other types of machines.

10. A general decline in food prices for the nation will bring the first great relief for operators of vendors. Such a decline will help all operators.

Members of the trade talk about many things, now that 1948 is more than half gone. Any uneasiness in the trade is due to outside conditions and not to internal troubles; cut-throat competition is not a major problem as it was in 1940. The effect of military plans, aid to Europe, etc., is still to show what it will do to supplies of steel, copper, many materials used to make machines. Prices of materials will certainly go higher.

This is a gist of the many things coinmen talk about, in addition to the oncoming political campaign.

Jones Heads CMI Show Committee

CHICAGO—Moving ahead on its plans for the next Industry convention, Coin Machine Industries, Inc., recently announced that Herb Jones, of Bally Manufacturing Co., will head the general show committee for the 1949 Convention and Exhibit. The annual show will be held at the Sherman Hotel here, Jan. 17-19.

In announcing appointment of Herb Jones to the general committee, Dave Gottlieb, president of CMI, also announced that Herb Oettinger, of United Manufacturing Co., will be chairman of the banquet and entertainment committee. Oettinger has also been named secretary of CMI, having served as acting secretary since the resignation of Jim Gilmore as secretary-manager.

Jones will have as members of his important committee Walter A. Tratsch, of A.B.T. Manufacturing Co.; Sam Stern, Williams Manufacturing Co.; and Joseph A. Batten, of Exhibit Supply Co.

Jones said that contracts for exhibit space at the next convention will be mailed to CMI members (in good standing on Aug. 31), so they will be received the day after Labor Day. With the contracts will be floor plans of display facilities.

The show committee will then assign space on a "first come, first served" basis as the signed contracts are received at CMI headquarters.

"This will be the biggest show CMI has ever had," Jones predicted. "Members should return their contracts promptly to avoid being disappointed in the booths assigned to them."

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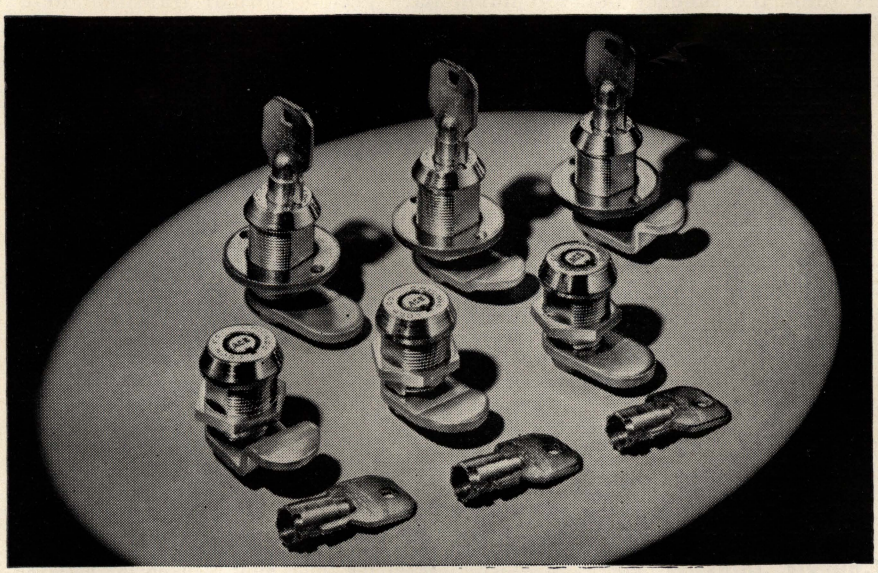

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Operators Concerned as Small Business Readies Survival Battle

by WALTER HURD

The business of the average coin machine operator will be affected during the next four years by the big battle now shaping up as Small Business vs. Big Business. The battle will grow more intense regardless of who is elected president.

The outlook is that the fight between big and little business will take the place of the fight against labor unions. Farmers voted against labor unions in 1946 and the labor movement has been losing ground since. Now, the way is open for the issues between small and big business to take the spotlight and the present year has brought a good deal to light about the gathering storm.

The competition between big and little business is a normal thing in a modern competitive age, but inflation aggravates the issues. Inflation cuts the profits of small business men and tends to boost the profits of big business. Small business enterprises, including coin machine operators, are getting hurt by inflation in the midst of great national prosperity.

The coin machine trade will be included in the new battle that threatens to overshadow all other political issues, although it is not easy to picture just how the trade belongs in the battle. It is not easy to draw the line between Big Business and Small Business. A bill passed by the recent Congress defines a small business as a firm that employs no more than 500 workers, is independently owned, and is not dominant in an industry. That would include a lot of coin machine manufacturers—and the law in question will help these factories to get allocations of steel, if they have government contracts.

A definition of a small business enterprise that has been used for many years includes firms or individuals that have an annual gross volume of less than $1,000,000. That would put most operators in the small business class.

In some ways operators profit much from big business. All types of machines make most money in big cities generally. Vending machines in particular are best placed in big factories and big buildings in big cities, or nearby. And big factories and big cities are really the outgrowth of big business.

To show how the coin machine trade can be drawn definitely into the fight between small and big business, vending machines are now being frequently mentioned in one phase or another of the struggle. A recent bulletin of the Dairy Industry Committee, a dairy trade group, had the following paragraph:

"Don't turn a vending machine into a robot monopolist. Another salt industry decision held a manufacturer may not require the use of a product exclusively in his leased vending machines—even if he agrees to meet any competitor's price cutting."

The background of the above paragraph and the court decision is explained in AUTOMATIC VENDING, July issue page 29, but the point here is that the bulletin by the DIC has been widely distributed, reprinted by a number of trade groups, and thus given wide circulation, and all the time mentioning vending machines as involved in the gathering battle between big and little business. Cigarette and candy vending machines have been involved in high federal court decisions in recent years in cases that related to competition between big and little business.

Senator Homer E. Capehart, phonograph manufacturer and who has for a number of years rendered great service as unofficial spokesman for the Coin Machine Industry in Washington, will be in the thick of the fight which seems almost certain to take the limelight in the next session of Congress. Whatever may be the Senator's personal views in the fight between big and little business, coin machine manufacturers will have a very capable representative in the thick of the fight.

Senator Capehart recently sponsored a move to investigate, through a Senate committee, many phases of the present conflict, especially the effects of FTC regulations and the recent decisions of the U. S. Supreme Court on cases affecting big and little business. One of the hot potatoes Capehart's committee had planned to investigate was the frequent reports that big firms and industries are following a policy of limiting production in order to keep prices up. But this particular point has apparently been shelved for the time being.

Every operator will be vitally concerned in this investigation because he cannot expect anything else but a slow and continued decrease in the overall patronage of coin machines until the cost of food, clothing and other necessities for the people begin to come down.

Senator Capehart's committee will be at work on its investigations during the fall and winter months. Other investigations by Congressional committees are under way also, all gathering material for the big battle that is brewing for next year.

Some reports say the biggest investigation will be that now under way by the House Small Business Committee, headed by Congressman Ploeser, of Missouri. This committee is avowedly friendly to small business, and it has already mailed questionnaires to 1,200,000 small business firms in a dozen different trades to get their views on the present struggle. Later in the year this committee will investigate some of the specific complaints that come before FTC and the complaint of candy jobbers about large vending machine firms might come up.

The House committee will hold hearings during the fall months in 25 cities, including Boston, Chicago, Cincinnati, Philadelphia, New York, Minneapolis, Omaha, Denver, Salt Lake City, Seattle, Birmingham, San Francisco, Los Angeles, Albuquerque, Dallas, Houston, New Orleans, St. Louis, Atlanta and Miami. Any members of the coin machine trade who want to hear what the shooting may be about, or to get a chance to speak their mind, can attend one of these hearings.

Operators will also be concerned in the fight because some types of locations are

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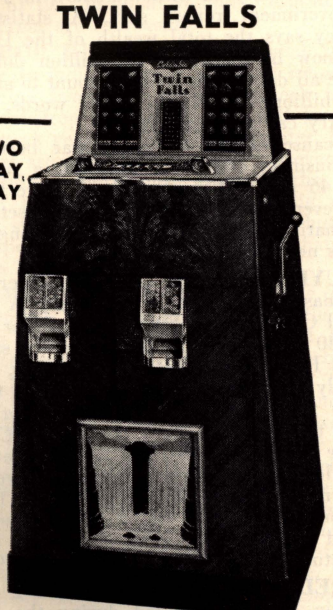

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leading in the fight for small business. National organizations of retail druggists and grocers seem to be spearheading the fight for small business, and some jobber's organizations are also in the fight. The new National Assn. of Wholesalers, headed by Joseph Kolodny, a cigarette operator, may get into the fray. Consumer groups may also get into the fight on the side of small business.

The issues have recently been made red hot by decisions of the U. S. Supreme Court which have tended to greatly aid the FTC in enforcing anti-trust laws against big business firms. Accordingly, big industries are arranging to put heavy pressure on the next Congress to curtail the powers of FTC and to amend the anti-trust laws in some respects. The recent Congress gave evidence on which way the wind is blowing by exempting railroads from anti-trust laws.

The utilities, steel and oil industries will play a heavy hand before the next Congress to get their exemptions. The power companies seem almost sure to gain their ends, judging by progress of certain bills in the last Congress.

The points of issue between big business and small business are too many and too complex to review here. Most people already have their own views as to what the struggle is about and have already taken sides. One leader in the cause of small business says big business is getting bigger and small business is getting smaller, and hence something must be done for small business. This sounds like political harangue that appears at intervals in our national life, and whether it is true or not, a lot of words are going to fly on the subject during the next few years—unless a war should start overseas.

Statistics have been piling up in recent months to show that small business enterprise may have some just complaints. One of the most recent reports cites that 46 firms have more than one-seventh of the total assets of the nation. The country's total assets are estimated at 750 billion dollars. Many other reports being issued by reliable agencies have pretty much the same meaning, and the representatives of small business will be quoting these figures far and wide.

Whatever be the points of issue between big and little business, a period of inflation and high prices seems to be on and a lot of small business men are getting hurt. The consumer, and especially lower income groups, are also getting hurt. The natural tendency is to place the chief blame for high prices at the door of Big Business, and as long as high prices continue the issues between big and little business will become more bitter.

Unfortunately, the major political parties, whatever their platforms may be, offer the voters little choice as to the serious issues that divide small and big business. Voters in the November elections will have little to do with the battle; it will be fought out in Congress next year.

At home in the U. S. A., the battle over labor unions seems to be drifting into the background while the battle between Small Business and Big Business takes its place. The coin machine operator has a divided picture, in some ways profiting much from big business, but he himself is a small business man.

BUSINESS REVIEW

(Continued from page 5)

chine patrons, a lot of them are getting pinched more and more by rising prices. The fear of an eventual recession will increase; maybe the party that wins the November election won't be so lucky, for most people fear the adjustment downward will come within the next four years and that it will be tough. But that is only guessing, even if some men high in the financial world think it will work out that way.

The world situation, for the United States, is growing slowly more unfavorable and that may be the thing that brings the final break in our prosperity, although the European aid program at present is one of the big props to business gains. Some of the bad spots in the world picture are mentioned in the paragraph on Exports.

A review of some of the many reports on the present business picture follows:

ALLOCATIONS — Allocations are still voluntary, but Congress in its final rush passed a bill which permits government allocations on order. The bill was passed to assure small manufacturers of getting supplies of steel, etc., and while business has its fears, it may save smaller industries and factories from being shut out.

AUTOMOBILES—Demand is still much above supply; production and also prices are rising; output for second half is expected to set a record. New car registrations, however, did not make the seasonal gain in May. Summer is not far enough along yet for probable break in used car prices; New York City proposal to put ceiling on used car prices shows popular feeling on this matter.

Tucker Corp. has agreed to license its revolutionary automatic gear shift, and this may bring an end to many of the obstacles put in the way of the new car. The Tucker gear shift has 28 basic parts while other automatic shifts have many hundreds.

The national convention of doctors in Chicago recently bluntly accused auto makers of not giving enough attention to building safety features in cars—and the medics named the danger spots that could be remedied.

AUTOMATIC MACHINERY—Current reports show automatic machinery as having an effect on employment in coal mining, candy production and cotton goods.

BANKS—Business loans by banks started upward in May, but a recent report says the trend is now indefinite. At the end of June Dun & Bradstreet reported bank clearings on the decline, a trend that had been under way for three months. General trend in bank earnings has been declining since 1945. Demand deposits were declining first week in July while time deposits were gaining. Interest rates on business loans are rising.

BUSINESS FIRMS — Business failures have shown a tendency to increase in recent weeks, but the total is still much below the rate before the war. Finance companies report a number of coin machine distributors having to liquidate.

Many reports are being made on the bigness of American business. Working capital of U. S. firms reached a record level of nearly 62 billion dollars in June, a government report says. A statistical agency says the total wealth of the U. S. can now be placed at 650 billion dollars while all debt totals would amount to about 540 billion dollars; in other words, the country can still pay out.

Because of the gathering war between big business and small business, a report that 46 corporations now have more than one-seventh of the total business assets of the nation will be heard when Congress meets next year.

BUYING POWER — Buying power for the masses is definitely downward. A National City Bank report says the dollar has lost 40 per cent of its buying power since 1940. Hourly wage rates are gaining, but weekly pay envelopes get smaller; thus many families have far less spending income than in 1945. N. Y. *Journal of Commerce* says fully half of the population have less buying power now than last year; government report shows a decline in 1947 as compared with 1946. Federal Reserve Board shows 20 per cent of families had an actual dollar decline in income in 1947.

CREDIT—Consumer credit rose 2 per cent in May, has tripled during the last two years. But grand total is not alarming. Rate of increase would be much greater if new cars were available in full supply.

CONSTRUCTION — Still one of the brightest spots in the business picture, except that factory building is declining by the month, total down 21 per cent from last year. In an area like Chicago, practically all of the industrial construction is additions to plants rather than new plants. Commercial building — office buildings, stores, etc.—is running about 50 per cent

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ahead of last year. Highway and street construction is now making biggest gain. Total construction rate for first half of the year is about 35 per cent above the first half of 1947 in dollar volume. Costs of construction are increasing.

CROP REPORTS—The official report recently indicated practically all crops are growing favorably; present outlook is for a total crop production that will be near the peak year of 1942, if not greater. Farm prices are still holding steady, however, and by July 1 had almost regained the peak level before the Feb. decline. Big crops may start a general price decline, but this prospect is now much less likely than had been hoped for earlier in the year.

EMPLOYMENT—The rising tide of employment prevents what might otherwise be a gloomy picture; workers get fewer hours per week and money buys much less. But unemployment rolls show most everybody can get a job. Spendable income for probably half of the population grows less but the total number of jobs increase. Construction and farm employment is rising; factory employment began to show a definite decline in May and the July and August closing for vacations will add to this trend. Twenty-one industries at least have curtailed working hours per week. Total civilian employment in June reached the figure of 61,296,000. Farm employment has not increased to the figure of last year.

EXPORTS—The Philippines is curbing imports of non-essential goods, symptom of an unfavorable trend that is growing in the Pacific area, except in Hawaii. The Pacific area does not like U. S. policy in Japan and troubles begin to brew while U. S. concentrates on Europe. A similar trend is shaping up in Latin America while the U. S. concentrates on Europe, one of the minor symptoms of which is the labor unrest among sugar workers in Cuba.

EUROPEAN AID—Full swing of the aid program and its effects on business is yet to come. Our allies in Europe are reported to be talking tough to U. S. agents, even though they get our money. Berlin trouble shows how easy it will be for one of our friendly allies to stir up trouble and get U. S. into war; people at home have not been told the facts about the Berlin mess. Trade in Europe is not making the progress expected.

FREIGHT—Passenger rate increase for eastern railroads suggests the pending plea for higher freight rates will also be granted, by making interim raise permanent. In two years freight rates have been boosted 43 per cent. Freight rates now become much more important to manufacturers, as the basing point system has been ruled out.

FOOD—Government reports say meat will continue to rise in price. Roughly, grocery bills are up 300 per cent from 1939, says a national association of grocers. Roughly, they say the average family spends one-third of its income for groceries.

GASOLINE—No real gas shortage developed during July 4 week, so the oil industry is encouraged. A Congressional committee held hearings in Washington and other cities recently; independents complain they don't get a break; general opposition to rationing of gasoline was shown. Price increases are the order of the day. At Congressional hearings, representatives of Mo., Nebr., N. J., and S. Dak., said they expect some gas shortage during the summer; Ky., Md., Mich. and Wis. dealers report gas supply is tight; Illinois dealers also report some tightness. Average gasoline price for the nation on June 1 was 25.8 cents per gallon.

GOVERNMENT MONEY—Armed Services will place new orders for about $6,000,000,000 in goods with American firms during the fiscal year which began July 1, and totals will increase from year to year. Radio industry is making biggest shift in taking on government orders, one firm reporting that 25 per cent of its production is now for the government.

INVENTORIES—National Purchasing Agents survey for June shows 24 per cent of firms with higher inventories, while 60 per cent maintain them at lowest operating levels. A prominent coin machine manufacturer says "all manufacturers still have decidedly too much inventory left over from the war." Government agencies say manufacturers' inventory hit an all-time high in May but firms have slowed up in adding to stocks; retail inventories have declined in recent months.

MATERIALS—Aluminum, steel, copper and almost every material used by manufacturing industries began new advances recently and the end is not in sight. Decision of U. S. Supreme Court that freight cannot be absorbed by manufacturer is making wide changes in price lists; third round of wage increases is also a factor; even prices on plastics are now rising. There are rumblings that part of the price increase is unnecessary—some of it maybe aimed in resentment at the U. S. Supreme Court. In any case, prices on practically all basic materials are rising fast and from a big part of the new inflation spiral. Manufacturers of many products that had planned to reduce prices will now have to think again.

MONEY—July 4 holiday week, of course, boosted money in circulation; trend is generally upward and volume is about three times prewar era. A government report shows individuals are dipping into cash and savings to pay debts and live; at least, for the first quarter of the year; cashing of

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E bonds is at a faster rate than purchases. A University of Michigan survey provided food for thought in showing that the top 10 per cent of families had 33 per cent of total personal income in the U. S. for 1947. These figures will be quoted often in next year or so. Business proprietors and professional people are making fastest rate of gain in personal income.

POWER—Use of electric power is following same pattern as in 1947, but at a much higher level. In June the use of electricity hit a 3-months high.

PRICES — Many phases of the rising price trend have been touched on in other paragraphs. High prices may become the main issue in the presidential campaign.

PROFITS—The Federal Reserve Board recently predicted that "business profits are likely to be larger in 1948 than in 1947." Some financial papers said the Board was being conservative in its estimates, as earnings and profits have held a high level for the first half.

RETAIL TRADE — This field is still being closely watched to see how much people resent high prices, how much they can spend and for what. Store sales for the year have been running about 6 per cent above the same period in 1947. In May, retail sales dropped below the previous month and did not reach expectations. July sales are expected to be slightly below last year, and the degree of pickup in retail sales in Aug. and Sept. will be closely watched for signs of the future. Some of the popular types of locations for coin machines, such as taverns, eating places, etc., are still on the declining side; filling stations had good seasonal gains and drug stores gained seasonally; movie houses are on the downward side. Drug store sales in May dropped off from April but are ahead of last year. *Retailing Daily*, in its fine business review for storekeepers, predicts for the second half that a general price decline or sharp drop in sales is not to be expected. Retail stores will ride on the upward spiral of business, the paper suggests.

STRIKES—The issues on labor unions are likely to give way in the next year or so to a national fight between Big Business vs. Small Business.

SURVEYS—Census Bureau will curtail its program to the tune of $1,000,000 in next year because of smaller funds. A number of industrial surveys will be dropped, and reports of various kinds curtailed. Congress cut the funds of the Bureau by about 45 per cent. The candy trade, through its trade association, cooperate with the Bureau in monthly reports on candy bar output. Many business organizations have complained to Congress about cutting the funds for business surveys.

How do people feel about buying? *Tide* magazine, in a survey, says the "mood to buy" has dropped about 32 per cent since last Nov.-Dec.

TRAVEL—July 4 period in most areas brought good driving weather and traffic was heavy, filling station trade reported. Business circles say resort areas had normal trade in June but feared overload in July, due to plant vacations. An oil industry leader told a Congressional committee, in hearings on gasoline supply, that there are fewer motorists on the highways this summer, but they travel greater distances. He estimated motor travel off 5 per cent from last summer, based on June observations.

Favorable Trend Noted By CMI Attorney

CHICAGO—In a recent CMI legislative bulletin, Dudley Ruttenberg, attorney for Coin Machine Industries, Inc., called attention to a favorable trend now showing up in court decisions in cities that license coin machines.

At least two recent court decisions, he said, show that courts are giving more attention to licensing ordinances and requiring that city councils and officials observe more strictly the rights of citizens to engage in business.

The New Jersey Supreme Court ruled invalid a Hoboken ordinance of 1940 which provided for the licensing and control of machines. An Erie County (N. Y.) Superior Court also ruled on a Lackawanna ordinance, in favor of operators who had arbitrarily been denied licenses under an ordinance which permitted administrative officers too much authority in deciding who can get licenses.

Ruttenberg analysed these decisions carefully in the bulletin to members, as they suggest a vital principle of law, he said. He will follow the plan of studying various decisions and the points at issue in them, so attorneys representing operators in any part of the country can get information on many issues and precedent.

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Favorable Arkansas License Law Withstands Test of Time

The state license law of Arkansas belongs high on the list for its position among the states alphabetically. Then, it is one of the first general licensing statutes and has also been referred to often for its generally low rates. It is the low rates that make it useful for reference, because practically every state proposal that has come up in recent years has contained higher tax rates than the Arkansas law.

The statute has many points on which it can be criticised and one of the chief objections which comes from the vending machine trade is that it sets fees on each vending machine, small fees in most cases, instead of licensing the operator as a business proprietor similar to other business license statutes of the state. In the text of the law there are 12 separate classifications, with fees on each type of machine ranging from $1 to $5, and at least eight of them are vending and service machines.

The statute specifies penny scales, gum, peanut, stamp, cigar and cigarette vendors for a definite license fee each year, and then has one of those broad clauses—"all other coin-operated vendors." Music machines are listed by name, and then a general clause which covers "all other coin-operated devices."

When operators prepare to fight unfavorable legislation in other states, they can refer to the Arkansas law for its very low rates, and then it would be a good idea to suggest business licenses for operators of the many types of small vendors as much more economical to collect than small fees on each machine.

The present statute in this southern state is an amended version, approved March 9, 1939, of the original law passed by the General Assembly of 1933. This shows that coin machine legislation began very early in the modern period of trade history, that state license laws are now not so very new. The date 1933 would also suggest that the law was passed at a time, following the Depression, when states and cities all over the nation were looking for new sources of revenue. In fact, a few more states looked around at about the same time and discovered coin machines for taxation.

The Arkansas law must also be classed as a part of the movement to set up business license laws in various states, and especially among southern states. The measures are regulatory and then the licenses provide revenue. The coin machine trade can feel that it has not been singled out for special taxation, but that the idea came in the regular course of taxing all kinds of business. In those states having a system of business or privilege licenses, every session of the legislature is marked by a check to see what new business enterprises are spreading in the state, and should be included under the license laws. In such situations, it would not be possible for the coin machine trade to attain much size and escape a license.

Legislative trends in 1945 and 1947 indicated that the move to pass state license laws on businesses had not gained much momentum in comparison with the much bigger trend to pass various forms of sales and gross receipts taxes. Unless trends shift considerably, the threat to tax vending machines especially in 1949 will come as a part of proposals to tax sales of candy, soft drinks, cigarettes, etc. In the many state legislatures in 1947 that considered cigarette sales taxes, it was very easy to insert some special fee for cigarette vendors in such proposals.

That Arkansas is likely to keep its general policy of licensing businesses is suggested by revenue received in the fiscal year 1946, which amounted to $6,440,000 from all types of privilege licenses. Coin machine revenue was only a small part of this, but helped to swell the annual total. The state collected nearly 40 million dollars from sales and gross receipts taxes, making a revenue gain in this field of nearly 35 per cent as compared with the previous year. This immense gain in sales tax revenue, if it continues for a few years and in many states, may be the best protection the coin machine industry will have against fees placed on machines. It may be the main reason why so few coin machine taxes were passed in the big wave of legislation in 1947.

The reason given by Arkansas officials for the big 1946 gain in sales tax revenues is the gain in consumer sales, which actually means the big dollar sales due to postwar high prices. These immense sales and gross receipts revenues in many states will furnish the coin machine trade, especially the vending machine trade, with its best argument for dropping taxes on machines.

License and privilege revenue in Arkansas gained over 16 per cent in 1946 as compared with 1945, but in many months the revenue from coin machines was showing declines. This revenue source showed a gain of only 3 per cent from 1944 to 1945.

Arkansas has the various types of taxes now common in most states, including sales and gross receipts, liquor tax, tobacco, parimutuels, amusements, occupational, chain store, individual income, and so on.

The state passes on a good share of revenue collected to local governments and in some cases this helps to prevent city and county taxation on coin machines. The state law on coin machines, however, specifically provides that any city may tax amusement machines and vendors, but limits such local tax rates to not more than the state tax.

This may be considered as a good protective measure, for some states that tax coin machines do not set a limit to local fees and in some cases a local tax has been passed which is much higher than the state rate. This is an important point to watch in other states, when new tax proposals come up.

The history of the Arkansas law proves the well-known fact that once a tax gets on the books, there will be repeated attempts to increase the rate. This is especially true in the postwar period, when the trend in state and city taxes is upward.

The Arkansas law has worked well and by comparison with some other state laws, it must be classed as favorable by the trade. Considering the fortunes of amusement games in the neighboring state of Oklahoma, the Arkansas law no doubt has been a stabilizing influence for games operation in the state. But all these favorable facts still do not prevent efforts to increase the tax rates. Maybe there is a temptation in the fact that such close states as Texas and Tennessee have much higher rates.

Strong moves to raise the license fees

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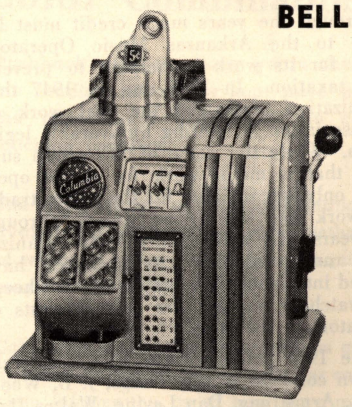

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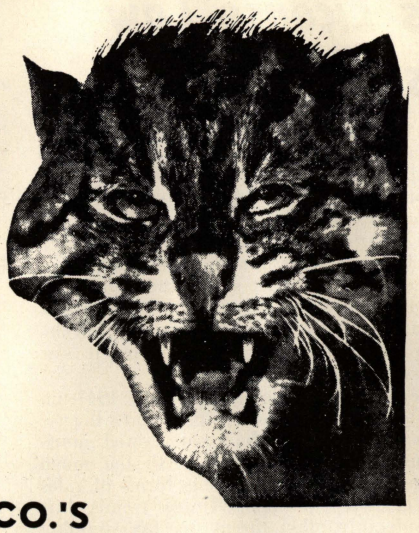

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came in 1947 and they may be repeated again in 1949. Oklahoma's somewhat unusual tax on music machines no doubt may be held responsible for suggesting 1947 proposals to raise the phonograph tax in Arkansas.

Through the years much credit must be given to the Arkansas Music Operators Assn. for its work in helping to prevent high taxation. In 1945 and in 1947 this organization performed the real work of an association in fighting unfavorable legislation. While the name of the group suggests that it might work for music operators only, yet it fights for the whole trade. Its work has been done quietly through the years, and while many other organizations under similar circumstances have passed into inactivity, this association keeps on watching out for the best interests of operators in the state.

The 1947 SOURCE BOOK lists such well-known coinmen as Roy Bangs, J. B. Wood, M. L. Armstrong, Dan Levine, Walter Day, C. W. Holmes and John Stroup as active in the association work. Much credit also belongs to A. J. DeMer, attorney for the group, and also to Mrs. Louise Early, the secretary-treasurer. Attorney DeMer for many years has been very cooperative with other organizations in helping to meet legal problems.

Arkansas is touched by four states that also have coin machine license laws, but Arkansas holds the record for its low fees. The other states bordering on it that have license systems are Louisiana, Mississippi, Tennessee and Texas.

That REVIEW readers may be informed more in detail about the Arkansas law, the statute is reprinted in full as follows:

ACT NO. 201

AN ACT TO LICENSE AND REGULATE THE OPERATION OF AMUSEMENT GAMES DESCRIBED IN THIS ACT: LEVYING A TAX THEREFOR, AND FOR OTHER PURPOSES, AND TO APPROPRIATE SUCH REVENUE, REPEAL AND AMEND CERTAIN SECTIONS OF ACT 137 OF THE GENERAL ASSEMBLY OF 1933. BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

Section 1. The purpose of this Act is to permit and license the operation of coin operated amusement games and to regulate the same and fix a penalty for the violation of this Act; and repeal and amend certain sections of Act 137 of the General Assembly of 1933.

Section 2. Amusement games shall include such games as Radio Rifles, Miniature Football, Golf, Baseball, Hockey, Bumper, Tennis, Shooting Galleries, Pool Tables, Bowling and other miniature games whether or not it shows a score and not hereinafter excluded in Section 2 hereof, and where the charge for playing is collected by a mechanical device, and the operation of any of said games shall not be construed to be in violation of any of the laws of this State when operated in accordance with the provisions of this Act.

Section 3. Nothing herein contained shall be deemed to legalize, authorize, license or permit any machine commonly known as slot machines, Roscoes, Jackpots or any machines equipped with any automatic money pay-off mechanism.

Section 4. On each amusement game there shall be imposed an annual privilege tax of $5.00, from the passage of this Act until the beginning of the fiscal year, July 1st, 1939, the Commissioner of Revenues may issue a license or permit and charge therefor one-half (½) the regular annual tax, and after the beginning of the fiscal year, July 1st, 1939, he shall collect for each machine the full annual license fee when paid during the first six (6) months of the fiscal year, but any license fee paid during the last six (6) months of the fiscal year shall be upon the basis of one-half (½) of the annual tax. Upon the payment of the tax, the State Revenue Commissioner will issue a license tag, which shall state the period of time said amusement game may be operated, and said tag must be attached to the amusement game before placing in operation.

Section 5. That every amusement game as defined in Section 2 upon which the individual privilege tax of $5.00 has not been paid, it is hereby declared to be a public nuisance and may be seized by any authorized agent of the State Revenue Department and sold by the State Revenue Commissioner on an order of the Pulaski Chancery Court, provided further that the owner thereof shall have the privilege of redeeming said amusement games within ten (10) days by paying the tax due and costs.

Section 6. (a) That Section 1 of Act No. 137 of the General Assembly of 1933, approved March 24, 1933, be and the same is hereby amended to read as follows: There is hereby imposed upon the owners, operators, lessors and upon their agents and receivers a privilege tax for the operation of coin-operated machines and vending machines, including automatic music vending phonographs, which tax shall be paid annually to the Commissioner of Revenues of the State of Arkansas, upon the following basis:

On each coin operated penny weighing scale	$1.00
On each penny gum vendor	1.00
On each United States Stamp vendor	1.00
On each cigarette vendor	2.50
On each combination cigar and cigarette vendor	2.50
On each penny peanut vendor	1.00
On each music vending phonograph	5.00
On all other coin-operated vendors for less than 5c	1.00
On all other coin-operated devices for less than 5c	1.00
On all other coin-operated vendors for 5c or over	2.50
On all other coin-operated devices for 5c or over	2.50
On all coin-operated machines with over three slots, for each slot over three	5.00

(b) That Section 3 of said Act No. 137 of the year 1933, be and the same is hereby repealed.

Section 7. The State Revenue Commissioner shall have the authority to fix rules and regulations for the proper enforcement of this Act.

Section 8. All revenue collected under this Act shall be deposited in the State Treasury; the first $30,000.00 of which shall be placed to the credit of the School Equalizing Fund; all over said $30,000.00 shall be placed to the credit of the State Board of Health for rural health work.

Section 9. If any provision of this Act shall be held unconstitutional, it shall not be construed to invalidate any of the other provisions thereof.

Section 10. All municipal corporations may license and tax amusement games and vendors described in Section 2 and 6 of this Act, provided that the fee shall not exceed the amount of tax imposed by Section 4 and Section 6 of this Act.

Section 11. All laws or parts of laws which are contrary or repugnant to the provisions of this Act are hereby repealed.

Section 12. Whereas, there is no adequate law in this State defining and regulating amusement games and whereas without such law the State is being deprived of revenue upon such business through the unregulated conduct thereof, and whereas the passage of such laws necessary for the immediate preservation of the public peace, health and safety of the inhabitants of this State, an emergency exists and this Act shall take effect and be in force from and after its passage.

Approved March 9, 1939.

Appeal and Test Looms On N. Y. Pin Ball

NEW YORK—Latest developments here, before press time, in the unfavorable games situation show trade circles considering plans for taking an appeal on the adverse court decision given recently by Federal Judge Pecora. Idea will also be to test constitutionality of the new city ordinance which bans pin ball.

The new city law arbitrarily bans the operation of pin ball and "bagatelle" machines. It was generally understood that owners would have 30 days in which to ship equipment out of the city area.

Court proceedings which ended in the unfavorable verdict by Judge Pecora continued for about two weeks, and a dozen different machines were before the court. Hon. Samuel I. Rosenman, former Supreme Court Justice, led the battery of legal talent representing the trade. George Glassgold, CMI counsel, made strong pleas before the city council against the proposed ordinance.

Among witnesses for the Industry during the court proceedings were Sam Stern, of Williams Manufacturing Co., Chicago; Herb Oettinger, of United Manufacturing Co., Chicago; Bert Lane, head of Seaboard, New York; and Bernard Gottlieb, engineer of Chicago Coin Machine Co., Chicago.

Buys Arcade

SEATTLE—Northwest Sales Co., distributors of Mills phonos and other equipment, has gone into arcade operating by purchasing Parks' Arcades at 1st and Madison.

Ron Pepple, Northwest Sales president, has re-christened the establishment "Northwest Arcades" and installed Bill Alsdorf of his staff as manager.

Chicago Tribune Discusses N. Y. Pin Game Ban

CHICAGO—The pin ball industry here perused with great interest an extended review of the pin ball situation, published in the form of a staff article by the *Chicago Tribune*. The Tribune frequently seems to poke criticism or derision at the City of New York and the tone of the pin ball article was in this vein.

Headline said: "New Yorkers Tilted Out of Pin Ball Play; O'Dwyer signs bill to outlaw pastime." First paragraph said, "New Yorkers, long deprived of 50-cent burlesque, and disfranchised of the privilege of betting a deuce or so with a handbook . . . were tilted out of another pastime recently when Mayor O'Dwyer signed a law banning pin ball machines."

Seemed as if the Tribune might be starting to lecture Chicago officials on having kept pin ball illegal for so many years. The article did imply that Mayor O'Dwyer may have been personally antagonistic to pin ball because the industry represents "Chicago interests." But nary a word about Chicago mayors who have kept the games out of their own city.

The Tribune review of the New York move against pin ball was rather complete and apparently accurate in its coverage, thus giving Chicago citizens a real story of how New York treats one of its important commercial products.

The crusade against pin ball was started personally by Mayor O'Dwyer, the Tribune said, in April 1946 when the mayor told officials he had learned that "big money interests from Chicago" had planned to invade the city with the games. A representative of the Chicago interests had called a meeting of 100 small operators, told them the time was ripe, and collected a fee of $25 from each operator to cover legal expenses.

Machines to have been placed were the kind that could easily be adjusted to give free plays, the New York mayor said. The Tribune then says the mayor called on and received support in the anti-pinball drive from various city agencies, civic and school organizations.

The Tribune review gave a fairly complete statement of the arguments of the city and also representatives of the pin ball trade in the court hearings that began with a General Sessions Court decision (favorable to operators) given in Oct. 1947, and which led to the recent unfavorable decision by Supreme Court Justice Pecora who upheld the city in its seizure of games.

The Tribune report ends by saying: "Not all pin ball machines will disappear, however. There are hundreds of them in licensed arcades."

The *Chicago Daily News* merely noted the New York action on pin ball by publishing a brief but very unfavorable United Press dispatch. In this item Mayor O'Dwyer was quoted as making statements which linked pin ball interests with the criminal element in Brooklyn. The News has thus far in 1948 started drives of its own on phonograph operators in Chicago, the object seeming to be chiefly "to get a story."

New York Reports

NEW YORK—New York newspapers had published many columns of material on the pin ball situation in the city in recent months. The decision of Supreme Court Justice Pecora, June 25, denied an injunction which operators sought and upheld the city in seizing pin ball games. Newspapers apparently accepted the court action as writing the final chapter in a situation that had been smoldering since the fall of 1946 and hence published factual reports on the decision.

The *New York Times* devoted 19 column inches to reporting the court hearing, arguments and decision. The court decision followed soon after the city council, by a strictly party vote of 12 to 10, had passed an ordinance to ban pin ball. The council action was reviewed in our July issue, page 6.

Judge Pecora rendered an extemporaneous opinion and newspaper reports naturally gave emphasis to some of the most unfavorable statements made in the oral verdict. Probably most stress was placed on the fact that a city engineer had demonstrated before the judge how two games could easily be converted to give free plays.

Judge Pecora said he had no hesitation in holding that the games in question are in violation of Section 982 of the Penal Code (the Slot Machine Law). This section and amendments to it have had quite a history in relation to the coin machine trade.

Many years ago, at a time when pin ball was new and arcades in New York were flashing merchandise prizes on pin ball, an Assemblyman authored a bill which at the time seemed so worded as to ban amusement games. The legislator, however, professed to be friendly to amusement games and when legal actions developed later he helped the games cause by stating his view of the intent of the legislation, that it was never intended to be so extreme. The statute has remained on the books these many years, however, as a constant threat against amusement games any time a court chose to interpret it strictly.

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LOS ANGELES—M. C. Williams has moved the local office of the Williams Distributing Co. to 52 North Third Avenue in Arcadia. New phone is ATwater 7-6993.

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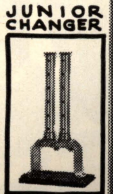

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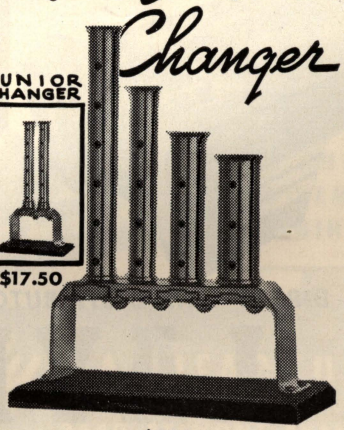

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Hanna to Organize N. Y. Game Operators

CHICAGO—Joseph A. Hanna, coinman of Utica, N. Y., spent two days in Chicago recently, following the adverse legal developments in New York City, conferring with Coin Machine Industries, Inc. Hanna has volunteered to enlist operators in New York State to form a much needed association. He will have the full cooperation of CMI in the work.

Hanna has been an operator for several years and is very active in civic affairs in his city and state. A sketch in a recent bulletin of the Utica Junior Chamber of Commerce, giving his many civic activities, tells the story of a man who does things. He was honored by CMI for public relations at 1947 convention.

Moving force behind the present plans is the fact that unfavorable influence of the New York situation on pin ball is already spreading to other cities and towns in the state. Dudley Ruttenberg, attorney for CMI, said the trend is almost sure to hurt operators in a number of cities over the state.

Hanna sent an appeal to operators in the state in July and will follow with a call meeting for the state, in September if possible.

Ray R. Powers Opens Distributing Office

LOS ANGELES—Ray R. Powers, veteran coin machine man, and for the past three years general manager of E. T. Mape Distributing Co.'s Los Angeles office, has opened a distributing establishment at 2329 W. Pico Blvd. Powers will feature a complete line of both new and used coin machine equipment, as well as shuffleboards.

In addition, Powers has been named exclusive distributor for the *French Octagon Billiard* game, a combination pool and pocket billiard table, for the states of California, Washington, Oregon, Utah, Idaho, Nevada, Arizona, and New Mexico.

A complete parts and service department is being maintained for all types equipment. The service force is headed by Matt Pratt and the staff is comprised of Lee Knox, John Endo, Victor Wallace and Sam Pratt.

The *French Octagon Billiard* game is receiving enthusiastic reception from the trade, Powers reports. "It is a fascinating new type game loaded with player appeal," he said. "It operates on ten-cent play and enables two players to participate in each game. It is mechanical, cheat-proof, made of the finest hardwoods, and timer can be set for any period desired. *French Octagon Billiards*, which is also available in non-coin-operated models, patterns the specifications of the finest billiard tables and contains Belgian billiard cloth which is even more expensive than the material found in regular tables."

Powers added that there are several good territories open for distributor franchises but demand is fast closing the choice areas.

Build-up Bonus on Bally Carnival

CHICAGO—*Carnival*, a new game offered by Bally Manufacturing Co., continues the policy of the firm in reviving the best features of hit games in former years and incorporating them with the most modern ideas. The new game revives the build-up bonus idea of the *Bally Reserve* game in 1938, according to the manufacturer.

Carnival offers the build-up bonus with the entire accumulated replay bonus to the player who hits all 12 bumpers on the playfield. In addition to the "reserve" idea, the game also features the appeal of high-score competitive play, kicker-bumpers operated by buttons controlled by the player, a number of field actions that are currently popular, attractive cabinet, colorful glass and playfield.

An automatic coin-divider is also built into the game for the convenience of the location attendant. Manufacturer states that several new mechanical and electrical improvements are embodied in the game. Carnival offers 5-ball play.

"We decided the industry wants a real shot-in-the-arm game," Ray Moloney, president of the firm, said in announcing the new device. "Ten years ago the entire trade was in the doldrums and then we introduced Bally Reserve. Almost overnight the pinball depression of 1938 turned into an era of prosperity. Today, the trade is also crying for a life-saver game, and we offer Carnival."

Pepsi-Cola Record Loan

NEW YORK—In keeping with the trend of large firms securing loans from insurance companies, Pepsi-Cola Co. recently obtained a loan of $5,000,000, to run for 15 years at 3 per cent interest, from the New York Life Insurance Co.

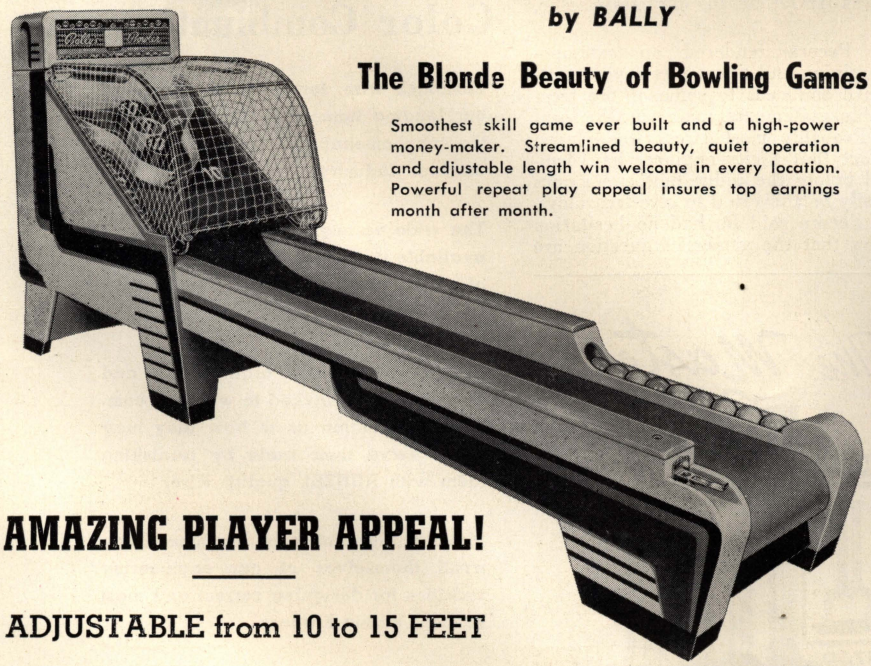
President Mack, of Pepsi-Cola, explained to stockholders that the loan will provide adequate working capital over a period of years. Earnings of the firm for the first quarter of 1948 were 17 cents per share, compared with 34 cents for the same period last year.

Mack indicated that the firm is making plans to push the 8-ounce bottle of Pepsi-Cola, recently introduced, more vigorously to meet competition, while the standard bottle of 12 ounces will be pushed for carry-home trade.

DeLuxe Bowler by BALLY

The Blonde Beauty of Bowling Games

Smoothest skill game ever built and a high-power money-maker. Streamlined beauty, quiet operation and adjustable length win welcome in every location. Powerful repeat play appeal insures top earnings month after month.



AMAZING PLAYER APPEAL!

ADJUSTABLE from 10 to 15 FEET

Bally's CARNIVAL

Remember BALLY RESERVE of 1938? CARNIVAL is a modern, up-to-date version of this famous moneymaker, with original BALLY RESERVE BUILD-UP BONUS that steps up and up and holds player's interest and patronage. Here is a game that has virtually everything including ever-increasing bonus, high score competitive play appeal, kicker bumpers and new, fast action. You owe it to yourself to see this 5-ball marvel today.

NOW ON DISPLAY

—ALSO—

GOLD CUP • TROPHY

TRIPLE BELL

DOUBLE-UP • HI-BOY

WILD LEMON

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PAUL A. LAYMON, Inc.

DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA AND THE HAWAIIAN ISLANDS

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IT'S BALLY RESERVE AGAIN!

FAMOUS BUILD-UP BONUS.. AND "ALL-12" SKILL FEATURE PLUS HIGH-SCORE COMPETITIVE PLAY APPEAL

NOW BUILT INTO Bally CARNIVAL

Here's the "shot-in-the-arm" 5-Ball game you've been waiting for . . . your big opportunity to "get well" in a hurry! CARNIVAL is a modern, pepped-up version of the famous BALLY RESERVE of 1938 . . . with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score-system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally's new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal . . . plus new, fast action . . . plus KICKER-BUMPERS . . . plus new, modern flash . . . plus new 1948 trouble-free mechanisms. Earnings on test locations are double and triple usual 5-ball average. Get your share. Try CARNIVAL on your slowest spot and you'll agree . . . IT'S BALLY RESERVE AGAIN!

KICKER-BUMPER BUTTON *ON BOTH SIDES OF CABINET*

A BALLY GAME FOR EVERY SPOT

GOLD CUP • TROPHY • TRIPLE BELL
WILD LEMON • DOUBLE-UP • HI-BOY
BIG INNING • HY-ROLL • DELUXE BOWLER

CMI COIN MACHINE INDUSTRIES, INC. — For Your Protection — MEMBER

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Yes! Even Greater than Yanks!

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DEW-WA-DITTY

Here's What You'll Like About the Game!

New RAPID BONUS TAKE OFF!
ROTATING SPECIAL BONUS HOLES!
BONUS SCORE! SPECIAL BONUS SCORE!
4 BONUS SCORE HOLES!

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Fire—Many Kinds

By Grant F. Shay
Bell-O-Matic Corp., Chicago

A crackling log fire brings warmth and cheer. It is man's greatest pleasure to sit and watch the dancing flames and feel the warming glow of its heat. Fire warms the meals in the homes of one hundred and thirty million Americans. Fire generates steam that drives streamlined trains at breath-taking speeds across the land; fire generates power that drives giant ocean liners through thousands of miles of blue water. Fire generates the power of our great factories that pour out the materials that make this country the greatest production giant in the world.

The symbol of American Industry is the belching smokestacks and the glow of the steel furnaces in the sky. These are some of the positive things about fire; fire that is kept under control, but again there is the negative side—fire uncontrolled, fire out of hand, rampaging and razing its way through forests, through towns, through buildings. Fire that sears and scars, that destroys thousands of lives each year.

This is Negative Fire, Careless Fire and Unnecessary Fire. People will say, "I just love to go to fires. I think they are thrilling and so beautiful." Would these same people say that if the fire were in their own home?

Fire uncontrolled is not a pretty sight, nor is it necessary. The carelessly tossed match or lighted cigarette butt may cause a million dollar conflagration; yet that match or butt may cost less than one penny.

If people would only take a few seconds to snuff out that small but dangerous spark, America's tremendous yearly fire losses would be reduced greatly. "A cup of water now will quench a fire that 10 minutes from now would require 10 thousand gallons of water."

Fire uncontrolled spreads quickly; it plays no favorites; it kills, destroys and scars both the human body and the tall skyscraper. It costs our government millions of dollars each year to maintain vigilance over our vast forests, yet one match, tossed from a moving car, will set in motion a blaze that will destroy thousands of years of nature's efforts. If only that person had been thoughtful enough to put out that burning match.

There is a fascination to fire. Children flock around a bonfire, poke sticks at it, and then dash down the street with lighted torches until some thoughtful, but very unpopular, older person tells them to put it out.

Happy camping parties roast weiners, toast marshmallows and charcoal potatoes by the light of a campfire, thoroughly enjoying the evening, and then as the party leaves for home, someone, we hope, destroys the fire so that no harm will come from it in the late hours of the night.

But fire can be a friend to man only when man learns to control it!

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MERGE STUDIOS
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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

EXPAND With New Machines

Mr. Employer:

Why do you not give your employees the consideration they deserve, since it costs you nothing?

The 1% State Unemployment deduction that you take from their salaries and send to the State does not buy them as much unemployment Disability Benefit as you can obtain by purchasing a regular insurance plan with a Private Insurance Carrier.

This is not sales talk, but a fact—since the law provides that no private insurance company plan complies with the law unless it gives *better protection* than the state *at the same* cost.

The Association and Group Insurance Bureau will gladly assist you to make the change over *without* charge by telephoning them or dropping them a note at

ZEIGLER INS. AGENCY, Inc.
541 South Spring Street
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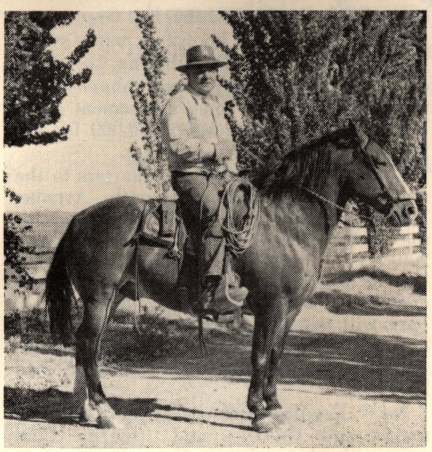
ALL INSURANCE and BOND LINES

AUTOMATIC MUSIC



Mape Buys New Ranch

MODESTO, Calif.—E. T. Mape, pioneer coin machine man, who is president of E. T. Mape Music Co. and E. T. Mape Distributing Co., has purchased the Merenda Ranch adjoining his Maze Road property. This brings his total holdings in Stanislaus County up to 10,000 acres.

Intensive improvements are now under way to complete a water set-up which will greatly increase the carrying capacity of his cows and calves.

During the recent drouth and water-shortage period, Mape disposed of a number of pure-bred Hereford cows and calves, but a change in feed conditions, which has given him a surplus of grass, has boosted his pasturing stock to 1,100 heads of Texas cattle.

EXPAND WITH NEW MACHINES

Music Operators Charity Rates Beneficial Newspaper Publicity

OAKLAND, CALIF.—Financial editor of the *Post-Enquirer* here, C. N Alexander, devoted much of his department to giving deserved publicity to the big hillbilly costume party sponsored recently by the California Music Operators Assn. Three 2-column pictures were also used to tell the story.

The party given by the music operators was to provide funds for a contribution to the Guide Dogs for the Blind, Inc., and George A. Miller, president of the CMOA, presented a check for $1,000 to the organization. George R. Murdock, well-known in the music trade, had charge of the arrangements for the party.

Guide Dogs for the Blind, Inc., is doing the same work in a territory covering 11 western states that the Seeing Eye Dog organization does in the East. The Veterans Administration recognizes the western organization as a source for dogs for blind veterans, and the VA has recently asked the organization to extend its work to 11 more states in the western area and also Hawaii.

Guide Dogs has about 50 dogs now in various stages of training and the next class of 15 dogs will be graduated in August. Dogs are furnished to sightless persons without charge, but every applicant is investigated very carefully to see if they meet the qualifications set up by the organization. Applicants must also pledge themselves to observe strict rules in caring for the dogs.

The newspaper gave many other details about the work of the Guide Dogs organization which made a fitting background to emphasize the value of the contribution of the music operators. Guide Dogs depends on memberships to finance its work chiefly and many prominent people are members. But voluntary gifts like that of the CMOA

Musicmen Tie In With Radio Station

CINCINNATI — The Automatic Phonograph Owners Assn., representing about 1,400 music machines, has joined with radio station WKRC in a plan to merchandise recorded music by promoting a record as the "Key Number of the Month."

The record chosen each month is given top billing on the selection card of each phonograph, using a color scheme to make it stand out from other numbers. The inscription reads, "Hear this on WKRC also."

The radio station boosts APOA member's machines with spot announcements on certain music programs, telling listeners to hear the key number on neighborhood phonographs.

The station furnishes 3-color display sheets for the music box locations, plugging the key selection. For July the number was *You Were Only Fooling*, a Blue Barron recording by MGM. The display posters also went into the windows of about 300 retail record outlets.

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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GEORGE A. MILLER
State President and Business Manager
L. H. STRICKLER
Vice President
GREY THORNTON
Secretary
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Organized to Protect the Automatic Phonograph Industry

●

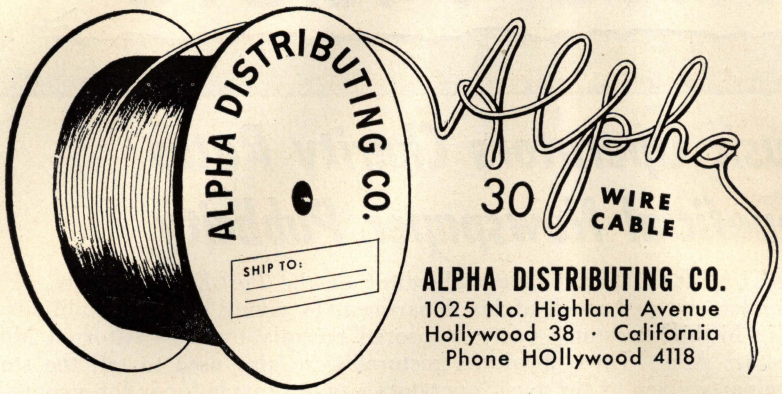
This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, *State President*
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

Still Leading The Field In 30-Wire Cable!

EVERY SPOOL CONTINUITY TESTED

IMMEDIATE DELIVERY



ALPHA DISTRIBUTING CO.
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ALSO

ALPHA SAPPHIRE NEEDLES
Fast becoming the favorite with Operators everywhere.

BRISTOL TITLE SHEETS
27 titles to the sheet. Cannot be beaten for quality or price.

HI-CHROME PACKARD SELECTORS

F.O.B. Hollywood . . . **$32.50**

have aided much in expanding the program in training dogs.

The newspaper report also gave a number of facts about the music group and its work, saying that the contribution to Guide Dogs was only one in a long list of contributions made by the operators to Red Cross ambulances, national cancer funds and other worthy causes.

Party was attended by 700 members and friends from the Northern Calif. area, the program including square dancing and also some modern steps, and a good floor show. A hillbilly band provided music for the evening.

The newspaper explained that the CMOA includes in its membership men and women engaged in the "automatic phonograph and wired music industry." The group was organized about 13 years ago and the state organization now has a membership of about 1,100. Other groups affiliated with the state association are the Sacramento and Fresno Music Operators associations, the story said.

Many of the leaders in the organization are known nationally in the phonograph trade and work in national activities as well as in state and local fields. Miller, the president of CMOA, is also chairman and treasurer of the Music Operators Assn. of America.

The newspaper listed as present at the party Larry Marvin and J. L. Bristow, president and secretary respectively, of the Sacramento group, and that some representatives of the Fresno group failed to reach the party because of auto breakdown.

Present directors of the California association are Joseph Silla, chairman; C. L. Spear, Frank Morgan, H. D. Munson, Fritz P. Althaus, Clem Stetson and Robert Stevens; secretary is Gray Thornton.

The newspaper told the story in simple style, much like a financial editor, but very effective in giving credit to an organization that does things in winning public good will for music operators.

Veteran Musicman Passes

PORTLAND, Ore.—John C. Peterson of Klear Tone Distributing Co., ended his long career in the automatic phonograph business July 14th and funeral services were held here on the 16th.

Pete, as he was known among his hundreds of friends, started his career as an operator back in 1929 with Capehart Orchestropes and more recently represented the Packard Pla-Mor line in Portland.

R. F. Jones Co.

SAN FRANCISCO—To avoid confusion, the Jones Distributing Co. of Salt Lake City and Denver, and the R. F. Jones Distributing Co. of San Francisco are now known as R. F. Jones Co.

The "Jones Boys" will continue to maintain their usual top service and high quality dealings.

Important Minneapolis Distributor Changes

MINNEAPOLIS—A real upheaval in the distributing branch of the trade seemed to occur here recently, when many music distributors changed franchises or sold parts or all of their business. The changes included a new distributor and the dropping out of one of the regular firms. Among the changes were the following:

Hy-G Music, headed by Hy Greenstein, Seeburg distributor here for many years, purchased the Bush Distributing Co. Bush currently distributed Aireon phonos, had two routes and also some amusement game lines. Reported price was $100,000 for the business and a 3-story building.

Greenstein moved his headquarters to the new address at 253 Plymouth Avenue, North. The old quarters will be used for the Hy-G division handling the Seeburg 200-record machine and this department will be headed by Al Lieberman. The 19 employees of the Bush firm, for the most part, will remain with Hy-G, which already had 13 employees. Deal did not involve Aireon distributorship nor the routes owned by Bush.

Hy-G handles Seeburg phonos, Watling scales and Gottlieb and Chicago Coin games, the latter having been acquired in the recent deal.

Bush reportedly will distribute Wurlitzer phonos in Florida and Southern Georgia territory. He took over from the Taran Distributing Co. and will make his headquarters in Miami, having also a branch at Jacksonville. Bush had the distributorship in Minneapolis some years back.

The new distributing firm is headed by Harold Lieberman, who takes over distribution of Wurlitzer phonos in Minnesota from Herman Paster. Lieberman's new firm is Lieberman Music Co.; he also owns Acme Music and Twin City Novelty Co. here and will have all three firms at the same address.

Paster is said to retain his Wurlitzer distributorship in Milwaukee and will also retain his Mayflower Novelty Co. which handles pin ball, arcade equipment, etc. Reports say Paster also plans to open a Chicago office to handle the Holly Crane digger, for which he has acquired rights.

All of the principals in these changes are well-known in trade circles here and also in the trade nationally.

Golumbo Extends Territory

BOSTON—J. J. Golumbo & Co. have extended their territory for Rock-Ola by the addition of Maine, Vermont and New Hampshire. Facilities will be expanded shortly for sales and service in these states.

PROOF OF DEPENDABILITY
ALMOST FIVE YEARS OF SUCCESSFUL PHONO NEEDLE RE-SHARPENING

Save Money With Our Service

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

ATTENTION ARIZONA OPERATORS!

I HAVE BEEN APPOINTED FILBEN DISTRIBUTOR FOR ARIZONA

NOW FEATURING

FILBEN *Maestro*

$595.00 F.O.B. CHICAGO

Also featuring the complete line of Filben Mirror Cabinets, speakers, selectors, and the Filben Stowaway.

PAUL W. HAWKINS

437 N. 4th Ave. **Phone 7654-W** **Tucson, Arizona**

The New Filben MAESTRO

Here it is, the sparkling New FILBEN MAESTRO '48 that will never stop playing in your location. Who could resist the scintillating beauty of an artistic dream? No one, because it gives you an ultra-modern design, piano-finished true walnut cabinet with a polished aluminum trim and colorful plastic panel that allows a multitude of animated rainbow hued lights to catch all eyes. Check the famous FILBEN engineering achievements and know why the FILBEN MAESTRO is your best buy for 1948.

The New Filben MAESTRO Offers You the Following

CABINET

Ultra Modern Styling.

+

Piano finish Walnut Cabinet.

+

Cast Alamag base, steel reinforced cabinet.

+

New Type Prism Plastic.

+

Animated rainbow effect lighting. Low wattage.

+

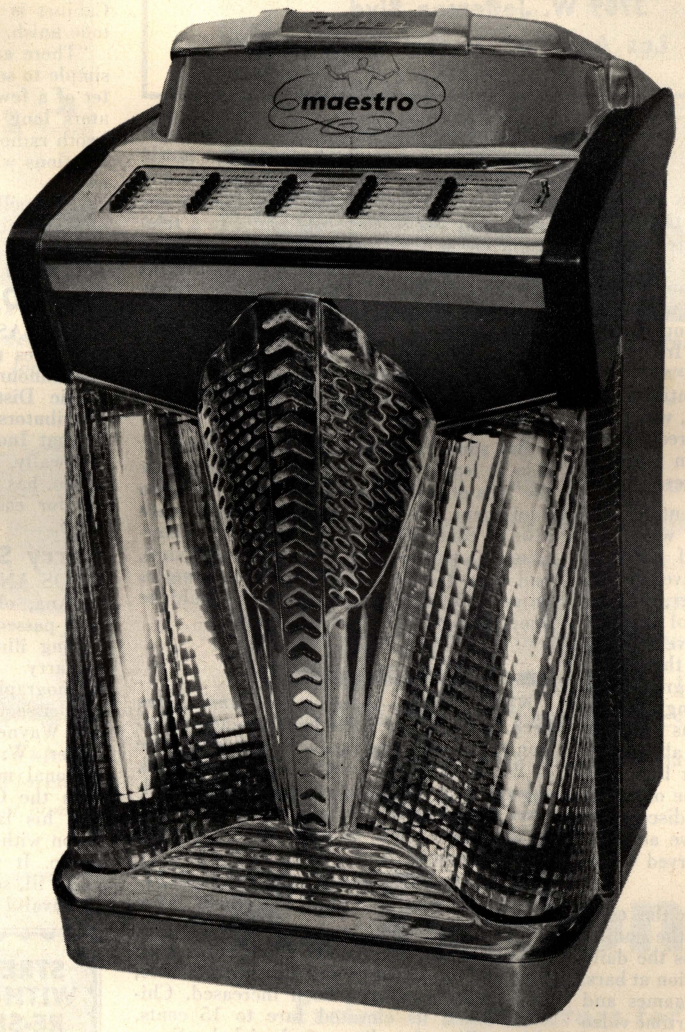
Easily read finger-tip level selector. Quick change program holders.

+

Location Advertising if desired.

+

More play appeal than any phonograph ever built.



MECHANISM

Thirty-record one side changer.

+

Fastest changer on the market—earns more money.

+

Simple, trouble-free mechanism.

+

Sturdy construction. No upkeep or service.

+

Fewer working parts than any other mechanism.

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25-watt Amplifier gives tonal perfection.

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High temperature crystal pickup—1-oz. needle pressure.

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Handles five or more auxiliary speakers.

E. T. MAPE Distributing Co.
INCORPORATED

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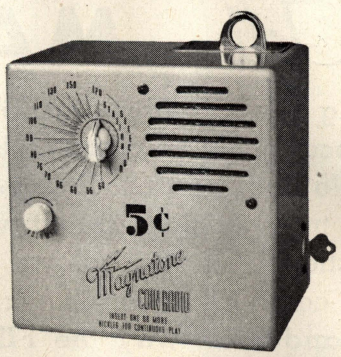
STOCKTON

1701 W. Pico Blvd.
LOS ANGELES

PHONOGRAPH OPERATORS!

A Regional Report in the June issue of The Coin Machine Review stated: "Some locations do not gross enough to make a phonograph installation profitable, so a number of operators are setting up four booth radios at a cost of $250 and realizing a good net profit."



INSTALL

MAGNATONE'S DeLUXE BOOTH RADIO

and change those poor-pay phonograph locations to high-profit spots!

List Price $59.50
Distributorships Available!
Write for Quantity Prices

MAGNA ELECTRONICS CO.
3709 W. Jefferson Blvd.
Los Angeles 16, California

Video Shows Clip N. Y. Phono Take

NEW YORK — There seems to be little doubt that taproom television is taking its toll in phonograph earnings here. While only about one in every six music box sites has a video screen, and some phono routes claim to be unaffected, the spots with television were all formerly in the top nickel-pulling class. The competition of free video shows silences the phonographs and cuts into the best part of their potential gross for an afternoon, evening, or both, when bar patrons are busy watching the screen. Drop in phono earnings here have been reported as high as 30 per cent in such cases.

Representing a $2200 investment for the large screen location, television was originally installed with the idea of boosting business, and was reported to have hypoed sales 100 to 500 per cent. However, video is now beginning to run into a bit of location opposition. Some local grills have refused to install the sets on the ground that video draws a mob of transients who grab seats and crowd out the regular drinking customers. On the other hand, locations catering to transient trade are griping about the screengazers who order a 10-cent beer and proceed to "nurse" it for a couple of hours while watching the telecast. To discourage such onlookers, a few places have actually posted signs reading "No Beer Served While Ball Games Are Shown."

Some phono operators believe the competitive situation will ease with the ending of the summer baseball season, as the daily games have been the main attraction at bars. Aside from occasional football games and boxing bouts, they feel that wintertime video will not offer very strong program fare for the taverns. One operator, taking a long-range view, summed it up this way: "Back in 1929, when radio was a novelty, we took a similar beating from broadcasting, and some manufacturers even built radios into the coin phonographs. What happened? Everybody bought a home radio, and broadcasts ceased to be a tavern attraction. By the time television offers A-1 programs, video sets will be in most homes and the barroom screenings will lose their novelty."

Other sources point to the high luxury price for home video, and claim taproom television will continue to buck the music machines for several years. Comments one music man: "As long as patrons want to see video, why not hitch a coin chute to a television set and let 'em pay for it?" Efforts in that direction are under way by several concerns, but progress has been slow. Some interest has been aroused in the recently announced Zenith "phone vision," which will operate on a pay-as-you-see basis over telephone wires. Idea might be adapted to coin use for taverns along the lines of wired music operation.

But some coinmen, who view coin television at least a year away, are mulling over the idea of taking distributorships for video equipment. They claim that operators have always controlled the placement of entertainment machines in bar and tavern sites, and that, if television apparatus is going to be spotted in these locations, it should be done through coin machine channels.

Small Coin Demand Up

NEW YORK—Increases in transit fares here and in other cities has attracted attention in banking and business circles because of the demand for coins. Hiking New York subway fare to a dime started the Philadelphia mint to work on making a big supply of the silver coins, as soon as the increase was announced April 20.

Mint has been working on order of 20,000,000 dimes and half of them were recently delivered.

Changes in demand for small coins have occurred in Chicago and other cities also, as transit fares have been increased. Chicago hiked its elevated fare to 15 cents, thus calling for dimes and nickels. Some transit fares in Chicago are 13 cents which puts a lot of pennies into circulation.

The *Wall Street Journal*, in commenting on subway fare in New York, called attention to the 7,633 vending machines and scales which are spotted on the subway platforms; chewing gum sales on the subway lines via vendor are said to be 200 million sticks per year.

EXPAND with New Machines

Booth Radios Gaining Favor with Music Men

LOS ANGELES—More and more music operators whose locations do not gross enough to warrant a phonograph installation are turning to booth radios and realizing a good profit, reports A. E. Duhamell, president of Magna Electronics Co. This firm is pacing the West with the manufacture of *Magnatone* sets.

Magnatone operates 7½ minutes for 5 cents and has already found its way into hundreds of snack bars, hot dog stands, drive-ins and drug stores in the Los Angeles area.

"Some locations are grossing as high as $8.00 per week; on a 70-30 commission split, many operators are paying for the cost of their equipment in three or four months, with the average being about six months," Duhamell reports.

Duhamell also revealed that the *Magnatone* booth radio, which is now in full production, has the same station range as any conventional radio. It is a five-tube set with rectifier, has both internal and external locked-in volume control, and is equipped with the trouble-free *Magna Ray* coin timer. Cabinet is of baked enamel and hammertone finish.

"There are no records to buy; the set is simple to service; and installation is a matter of a few minutes. It is not taking operators long to realize that the *Magnatone* booth radio will open up many other small locations which do not have music at present."

Duhamell stated that distributorships are now available.

Aireon Appoints Two New Distributors

KANSAS CITY—Bernard D. Craig, general sales manager of Aireon Mfg. Corp., has announced the appointment of Trout Music Dist. Co., Indianapolis, as Aireon distributors in the immediate sales area of that Indiana city.

Locally, Wolf Riman of Western Specialty Co. has been appointed Aireon distributor for eastern Kansas and western Missouri.

Harry Slauter Passes

LOS ANGELES—Harry L. Slauter, Santa Ana, old time coin phonograph salesman passed away at his home recently after a long illness.

Harry represented the Electramuse phonograph in Arizona back in 1926, later was associated with the Capehart Corp., Ft. Wayne, Indiana, as district manager under W. E. Simmons, who was then regional manager. He was also associated with the Osborn Music Co., Los Angeles, and his last assignment was a sales position with Modern Music Co., Denver, Colorado. It was in Denver that Slauter became ill, some six years ago, and had been an invalid since. He leaves a wife, Susan.

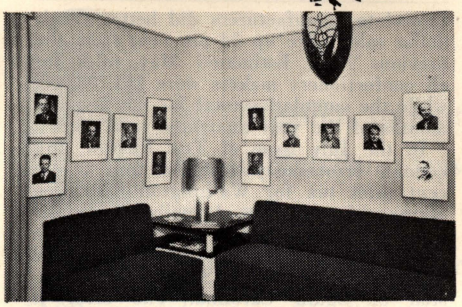
STRETCH YOUR DOLLARS WITH OUR PHONO NEEDLE RE-SHARPENING SERVICE

Needles re-ground with exactly the same taper, assuring that needle replacements will fit the record groove. Gives you new needle service.

Write for details and free Shipping Containers

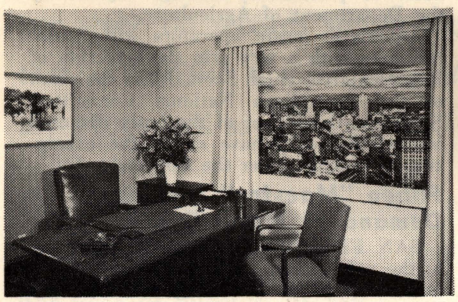
RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

We're All Dressed Up and Rarin' to Go!



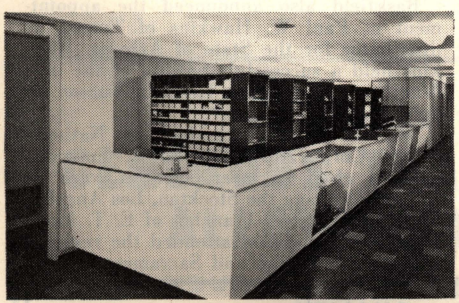
When you visit San Francisco here's your "office." Please feel free to use it whenever you wish. That's us "Jones Boys" lookin' down at you from the wall.

Here's our main "lobby" and reception room, paneled in beautiful bleached, combed plywood. We've tried to make it inviting, so you'll come in to see us often.



Here's the boss' office. It's just fixed up to make a pretty picture. We are not as formal as all that. You can make yourself at home here, too.

It was rough goin' while our remodeling was under way, but now we're all dressed up and rarin' to go. In fact, we've been under full steam for quite a spell — doing (folks tell us) a bang-up job for music operators in northern California and the Intermountain States. Come in anytime and let us show you our new facilities. Make our office your headquarters while in San Francisco. We'll be tickled pink to see you.



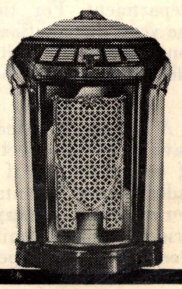
The most complete parts department in the 11 Western States — that's what we've got. Another reason why Jones services leads 'em all.

R. F. Jones Co.

Exclusive Distributors for

J. P. Seeburg Corp. and Bally Manufacturing Co.

1263 Mission St. — San Francisco
127 E. 2nd South — Salt Lake City
1454 Welton — Denver



Just before the party started some of the Jones Boys sit for a picture in R. F. Jones' office at the formal opening of the San Francisco offices on June 13. Shown are Jim Southard, Frank Ritchie, R. F. Jones, Roger Tays, Johnny Ruggiero and Myrl Park.

On hand to congratulate R. F. Jones on the beauty of his new San Francisco showrooms were J. P. Seeburg, Dan J. Donohue, Seeburg district manager, shown here with R. F. Jones.

WASHINGTON, D.C.

Reported by
ROY S. RAMSEY, JR.

Reply to FTC

First reply to Federal Trade Commission charges against ten confectionary manufacturers was filed recently by the Sperry Candy Co., Milwaukee, which denied any violations of the Robinson-Patman Act. FTC had charged Sperry and nine other companies with making discriminations in price, services, and facilities chiefly to certain vending operators. Sperry admitted offering free deals in certain territories, but denied that such action constituted discrimination. Any such differentials made, said Sperry, were made in good faith and to meet the competition of other manufacturers.

Coin Machine Revenue

With another drop during May in coin machine tax receipts, it is certain that final fiscal year figures to be published by Internal Revenue Bureau in September will show the year ending June 30, 1948 brought in a million dollars less than the 1947 fiscal year. May receipts were $220,808 as compared with $270,541 in May, 1947.

Agriculture Department has joined Commerce Department in predicting a rosy future for vending machines. In the latest issue of *Agriculture Outlook Digest*, the agency said that continued high expenditures by consumers would be represented in increased take for all industries including vending. Commerce had earlier predicted vendors would soon reach the status of a billion-dollar industry.

Sugar consumption is running slightly behind last year, according to Agriculture Department. For the first six months of the year, distribution amounted to 3,082,598 tons as compared with 3,301,510 tons during the corresponding period of 1947.

Steel Outlook

A sleeper in Selective Service Act could have a serious effect on the manufacturing of coin machines if the administration decides to take advantage of it. The provision permits the Secretary of Defense to demand priorities on all military orders requiring steel and further permits the President to place mandatory orders with any industry for any articles needed by the armed forces or the Atomic Energy Commission. Should this section of the Act be utilized, coin machine manufacturers might be ordered to cease making the devices and work on military equipment. Even if left alone, such manufacturers might find it difficult to secure enough steel to continue operations. Bright side of the picture is that President Truman has announced that he will not put the special provision in effect unless the cold war with Russia becomes more serious.

Bumper Pop Corn Crop

The current year will be better for pop corn users than the past two, according to the Department of Agriculture. The agency estimated that current planting will amount to 126,700 acres—an increase of 50 per cent over 1947. Recent crop reports on pop corn are very favorable.

New locations for Canadian vendors are indicated in a report by Commerce Department which shows that there are approximately 100 new theaters under construction in Canada. Further expansion is expected when additional construction material is available. At present there are 1,599 motion picture houses in Canada, Commerce said. A spurt in movie activity can be expected in that country now that Canada's 20 per cent movie admissions tax has been abolished.

Marking the second consecutive month in which manufacturers' dollar sales of candy were off from the corresponding month a year ago, May volume was down 11 per cent from May, 1947 and 18 per cent below April of this year, according to the monthly confectionery report of Commerce Department. However, for the first five months of 1948, dollar volume was 5 per cent above the same period in 1947. Chocolate manufacturers did better. Their dollar sales were up 34 per cent from the previous May. Estimated May sales for all confectionery makers were $51,708,000, while the cumulative total for the first five months of the year amounted to $328,341.

In the July issue of THE REVIEW, this column erroneously reported that 2 per cent sales tax for Washington had been approved by Congress. Actually, the House-approved measure was blocked in the Senate at the last minute by a threatened filibuster on the part of Senator Olin Johnston of South Carolina. The error is regretted.

Candy Ingredients

Supplies of such candy ingredients as almonds, peanuts and filberts will be about 10 per cent higher than last year on the basis of preliminary acreage reports by the Department of Agriculture.

Automatic music operators will doubtless note with a wry grin the selection of Representative Hugh Scott, Jr. as chairman of the Republican National Committee. Scott was the author of the hotly disputed bill which would have ended the exemption of phonos under the Copyright Act.

Filben "Maestro" in Heavy Demand at Mape Offices

SAN FRANCISCO—Factory shipments of the new Filben *Maestro* phonograph are being stepped up to meet operator demand, Leonard Baskfield, vice-president and general manager of E. T. Mape Distributing Co., reports. "The *Maestro*, adaptable for 20, 24 and 30 record selection boxes, is the lowest priced conventional phonograph on the market," Baskfield said.

Baskfield also announced the appointment of Paul W. Hawkins of Tucson as distributor for the State of Arizona. Hawkins held a successful showing of the new *Maestro* at the Adams Hotel in Tucson on July 21.

William Rabin, president of National Filben Corp., and Raymond G. Emerson, Filben's chief engineer, spent a week in this area visiting the Stockton, Los Angeles, and San Francisco branches of E. T. Mape Distributing Co. and attended the regional showings in Fresno and Sacramento.

RELIABILITY — QUALITY
SHELLAC — RECORD PRESSING — FLEX
10" or 12"
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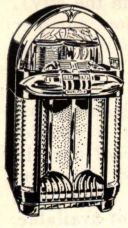
4912-14 Santa Monica Blvd. NOrmandy 1-5773 Los Angeles 27, Calif.

"WURLITZER 1100s *Practically Eliminate* RECORD REPLACEMENT" *Says Joe Schaffer*

JOE C. SCHAFFER, *Cincinnati, Ohio*
Wurlitzer Music Merchant



Mr. Schaffer, prominent Wurlitzer Music Merchant, says, "Cafe owners like the new look the Wurlitzer 1100 gives their place of business. Wurlitzer 1100s are taking in $10.00 more per week than my previous top-paying phonographs that they replaced—are saving me $2.50 per phonograph per week on records and service. This means that, *in addition to their increased earning power,* my 1100s will save me $520.00 in four years."

Deduct savings like this and you will be surprised how little Wurlitzer 1100s actually cost per year of service. What a great saving when, thanks to the Zenith Cobra Tone Arm, you seldom need to replace even the most popular records... when you play every record upwards of 2,000 times with only 5% loss of fidelity, and finally sell it for the top used record price!

Give your route a new lease on life by trading in your old phonographs on Wurlitzer 1100s. With Wurlitzer 1100s in your top spots, and a better paying phonograph in every other location right down the line, you can't fail to make more money. Come in and talk it over.

Ask us about
GENEROUS TRADE-IN ALLOWANCES
on your old phonographs
EASY TERMS ON WURLITZER 1100s

WOLF SALES COMPANY

Exclusive WURLITZER *Distributors*

For Colorado, Wyoming, Utah, Arizona, New Mexico, Eastern Idaho, Southern Montana and Western Texas

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SALT LAKE CITY, UTAH
276 West First, South

PHOENIX, ARIZONA
626 W. Washington Street

Regional Business Reports

By REVIEW REPORTERS

Travel Is Off

General business, based on dollar volume, was holding at a high level as July brought the hot summer period. Employment was expected to show still more gains as summer continued, although the full effects of plant vacations had not been determined.

At a Congressional hearing on gasoline shortage, trade leaders said early summer travel was off about 5 per cent as compared with last year. *Wall Street Journal* reported hotels in the best resort areas as complaining about trade. Cool weather in July hurt traffic in several areas. The *Saturday Evening Post* gave a pre-season estimate that total tourist trade this summer would reach about $8,000,000,000.

Summer travel was helping the coin machine business in many areas, but reports available did not suggest any special boom this year. Some distributor reports suggested fair sales to operators in resort territory. All of these reports are based on information available early in July, before the full sway of summer vacations had been felt.

Reports of interest on the music business relate chiefly to plans for boosting play; one of the newest ideas will be found in the Cincinnati report. Declines in location traffic are still cutting in on music earnings.

Official reports on retail sales began to show important types of locations taking a drop in May as compared with April. Since reports are based on dollar volume, in a time of rising prices any decline in dollar volume must be considered serious. Taverns, eating places, drug stores, etc. showed declines.

The nearest approach to a boom continues to be in placing bottle type soft drink vendors. Soft drink makers met in Chicago and formed a new association in July, and selective type of bottle vendors seemed to be gaining in favor with bottlers. This may be significant.

Candy manufacturers in their annual convention in New York provided a place on the program for a spokesman for candy vendors, and this may be significant recognition.

ATTENTION!!!

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LABEL OWNERS

RECORD BISCUITS

SHELLAC	SYNTHETIC
Top Grade	Non-Juke Grade

Out-of-Town Label Owners: Let us recommend a list of reliable pressing plants using

VITA

Record Biscuits

VITA MILLING COMPANY
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Los Angeles 15, Calif.

BUSINESS BAROMETER

JULY 1948	GENERAL BUSINESS	AUTO. PHONOGRAPHS	AMUSEMENT GAMES	ARCADES	BEVERAGE VENDORS	CANDY VENDORS	CIG. VENDORS	POPCORN VENDORS	OTHER VENDORS	SCALES
Chicago	B	B	N	N	A	N	A	N	N	N
Cincinnati	N	B	B	N	A	B	A	A	N	N
Columbus	N	N	N	A	A	N	A		N	
Denver	N	N	N							
Los Angeles	N	B	B	B		B	A	B		N
New York	B			N			N			
Pittsburgh	B	N								
St. Louis	B	N	A							
San Francisco	N	B	N		N	A			N	
Seattle	N	B	A	A	N			N		N
Twin Cities	N	B	A	N	A	N	A			

N—NORMAL
A—ABOVE NORMAL
B—BELOW NORMAL

Regional reports this month almost without exception give cigarette vendors an optimistic report. Only dark spot is that newspapers in July began to give a hint that manufacturers may hike cigarette prices again; AUTOMATIC VENDING reported this possibility some months ago.

Machines for vending ice cream bars are still being announced by new manufacturers; pop corn vendors seem to have leveled off from boom stage. Chewing gum is gaining in sales during the summer as candy demand drops seasonally.

Automatic Canteen Co., one of the largest operating concerns nationally, recently reported higher earnings in the third period of its fiscal year, when they had declined in two previous periods; total sales in three quarters amounted to $14,537,964, compared with $13,314,202 for the same three periods a year ago.

At the time of this review, the whole Industry had to face a new onslaught of rising prices, which is not promising for the trade. Uncertainties about future steel supplies also began to increase.

Reports of correspondents in various trade centers are as follows:

Chicago

Official reports have recently confirmed what vending machine operators had been reporting for the first five or six months of the year, that factory employment was down. One report said Chicago business lagged in May, contrary to seasonal expectations. Even the use of electric power dipped from April.

This department had been reporting that operators of candy and soft drink vendors in the area kept saying that employment was off, even as early as February. Somewhat reluctantly, the operators' reports were passed on, fearing that maybe operators were not a good check on conditions.

But it begins to appear that operators of vendors in plants may offer a good check on business conditions. Official report is that chief decline here is in electrical field, radio, etc.; reasons are drop in orders, shortage of sheet steel, etc. More recent reports than May have indicated radio firms turning to government orders.

Music operators report business has shown no improvement; also, that locations are showing more resistance to front money because traffic and sales in taverns, eating places, etc., is still off compared with last year. Operators are sticking to front money plan; rumors increase of some sales to locations, but not serious.

Distributors report July activity in games just under June, which would be a normal condition (pin ball still illegal in the city). Reports from nearby cities show summer gains and not confined to resort areas. Arcades in the downtown area report normal gains.

Strong activity continues in placing bottle vendors, also cup vendors on a smaller scale; some complaints about cool days in July. Introduction of coffee and juice vendors is being watched by soft drink men. Definite reports on July sales not available.

A spokesman for several candy operators said sales are running on a normal curve for the summer; most operators feel summer types of candy don't satisfy the consumer as chocolate does. Candy manufacturers following usual summer lull; chewing gum is making gains as candy shows summer decline. One big candy operating firm recently closed in Chicago.

Cigarette vendors (illegal generally) are permitted in plants, and trade is showing gains. Pop corn machines are normal for the season, although there are fewer machines than last summer.

Location inquiries increase about sandwich vendors but specific reports on placing of machines are not available; first route of juice vendors started early in July. Wholesale nut markets are showing reaction to recent U. S. Supreme Court decision and emphasize f.o.b. prices on almonds and peanuts; prices are seasonally higher. Bulk vendor sales are normal. Scales, based on two reports, are showing good business.

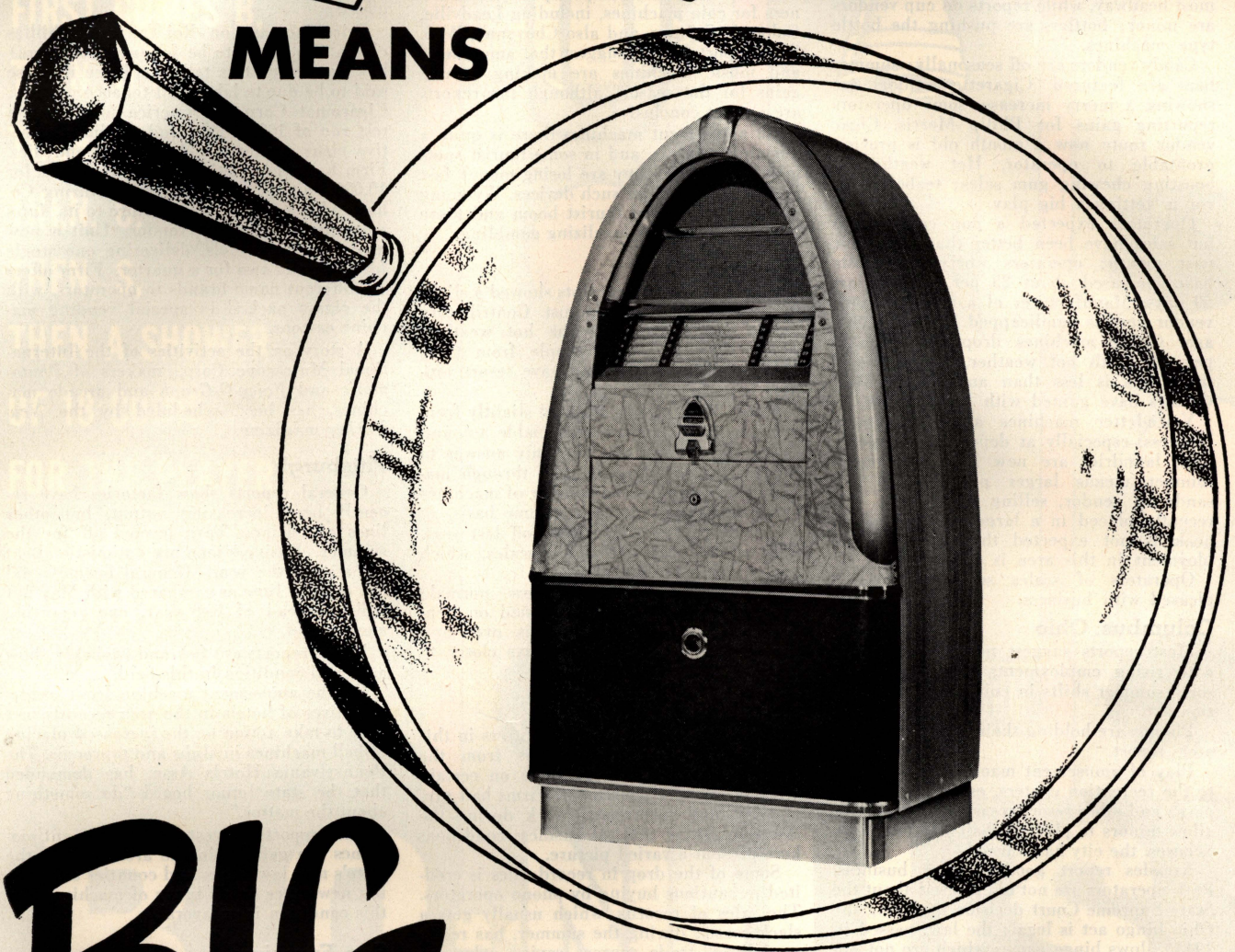
Cincinnati

A check by THE REVIEW among members of the trade here shows general business to be very good; with the official beginning of summer a period of real hot weather helped many lines of automatic vending. Nearby counties report business down some from last month.

Music operators report business still slow; television hurts but is only a minor reason for lower receipts; high cost of food is a real influence; operators could not say how much baseball video had reduced phono play. Organized operators have joined with radio station WKRC to promote a "key number of the month" record and plan may be a real boost. Record sales have dropped some recently.

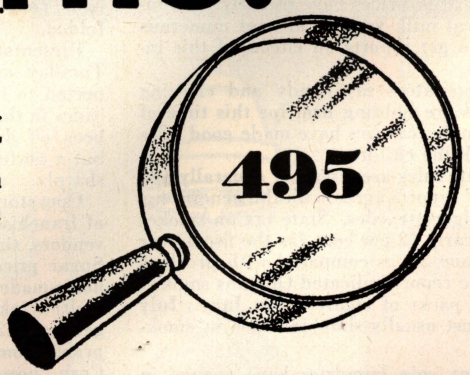
Amusement games are reported on the slow side also, with little change from last month; some operators who work with picnic committees get excellent grosses on games; business for many locations has declined. A wave of taxing games has occurred in nearby areas (Cincinnati already has a license), with Norwood, Ohio, and

THE Aireon Coronet MEANS



BIG PROFITS!

Take a look! Operators who want enlarged profits are choosing the new CORONET . . . and no wonder! CORONET gives you flawless performance . . . beautiful P. A.* design . . . and a price you *can't* magnify. *495* for the Aireon CORONET—the lowest price ever paid for perfection!



The World's Finest Phonograph Equipment
...at the World's Lowest Prices

Aireon MANUFACTURING CORPORATION

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
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Covington, Ky., passing new licenses. Norwood assesses $250 on the owner, $25 on the exhibitor and $25 on each machine. Covington adopted a $10 fee on each game and also for music.

Resort and airport arcades are doing satisfactory business while good weather prevails.

Soft drink vendors are doing better than expected; bottle vendors seem to be making most headway, while reports on cup vendors are minor; bottlers are pushing the bottle type machines.

Candy vendors are off seasonally; summer bars are featured. Cigarette vendors are showing a merry increase, some operators reporting gains for Philip Morris. Cigar vendor route now a month old is proving profitable to operator. Hot weather is boosting chewing gum sales; teaberry flavor is getting a big play.

Operators expected a pop corn slump but sales have been better than usual for past month; operators worry that costs have increased about 25 per cent in last 60 days. Manufacturer of a new pop corn vendor here is handicapped by steel shortage. Coffee machines dropped about 20 per cent with hot weather, but operators think this is less than anticipated. Milk vendors have gained with hot weather.

Voice-letter machines are doing more business, especially at depots and airports. Coin laundries are new here and report summer means larger packages. A hot sandwich vendor, selling at 15 cents, was recently placed in a large office building; peak is not expected this summer. Employment in this area is rising.

Operators of scales seem to be well pleased with business.

Columbus, Ohio

Most reports suggest normal conditions, with rising employment, high prices and some summer shifts in coin machine operations.

Phonos are holding their own, most operators report.

Play of amusement machines has shifted to the recreation centers, especially at lake parks and other resort areas. Locations that allow minors to play pin ball will lose their licenses, the city has warned.

Arcades report good summer business. Park operators are not too pleased about the State Supreme Court decision declaring the Ohio bingo act is legal; the law, passed in 1943, allows bingo games which are not operated for personal gain, that is, charitable games.

Soft drink vendors seem to be increasing in number about town, especially in super markets. Milk prices have recently been increased but milk vendors are not numerous enough to get reports on effects of this increase.

Most operators say candy and chewing gum sales are holding firm for this time of year; summer candies have made good sales gains with the children.

Cigarette sales are climbing generally and operators' reports agree with the general figures on cigarette sales. State tax on smokes gained nearly 12 per cent for the fiscal year ending June 30, as compared with previous year. June report indicated Ohioans smoked 3,300,000 packs of cigarettes in June. July and August usually show increase in smoking.

So many coin laundries have opened in the past year that it is no longer a surprise to find a new one. Most of them report a good rate of business; most of the stores here have about 40 machines.

Tavern business has fallen off considerably and music and games are affected accordingly. But state report shows that beer sales in 1947, on per capita basis, was about 25 per cent above national average for Ohio.

Denver

Most of the reports on general business in this area suggest that the outlook is good. Reports on tourist trade are favorable, although the best part of the season is still to come—as this report was made.

Coin machine activities were making real gains early in July and coinmen expected the trend to continue.

Towns near Army camps report good business for coin machines, including Leadville, Colorado Springs, and also Cheyenne, Wyo. Such reports would suggest that amusement and music machines are making normal gains for the season, although the reports are not yet conclusive.

On amusement machines there is quite a demand for bells, and in some tourist spots merchants claim they are losing money fast because of a lack of such devices. Wyoming towns report a real tourist boom and there is a demand on for legalizing gambling.

Los Angeles

Cigarette vending receipts showed a slight increase in July over August. Contributory reason may have been the hot weather, which drew a lot of people from their homes to the beaches and gave resort vendors a push.

Candy vending has dropped slightly from last month but not an appreciable amount.

Popcorn is still off. The only answer to the current reduction in sales through machines is to expand the number of machines and make the grade on a volume basis.

Arcade play is 25 per cent off last year. This is the peak period for scales, which are enjoying normal play.

Music still continues below normal; operators have their eyes trained on September when vacation time is over and the coin-spending populace stays closer to home.

New York

Some coin machine manufacturers in this area have received invitations from the Armed Services to tender bids on certain types of military equipment. Firms had previously done government work during the last year. Other general business conditions here present a varied picture.

Some of the drop in record sales is credited to cautious buying by phono operators. The sales of records, which usually gets a slack season during the summer, has really nose-dived, trade sources saying sales are about 35 per cent below par.

Aftermath of the New York City games ban has been the demise of the Automatic Amusement Machine Operators Assn. of New York (AAMONY), which has quietly folded.

Presentation of a fireworks display on Tuesday evenings at Coney Island is expected to hypo attendance at the dozen arcades in the area. Early season business has been off due to bad weather on weekends, but a perfect July 4 boosted arcade grosses sharply.

Operators hopefully expect a cut in price of franchise drink syrups used in cup drink vendors, similar to declines in candy prices. Sugar prices had resulted in upped use of home-made syrups by operators who have multi-drink equipment. Local flavor firms, getting $1.20 per gallon, have chopped their prices from eight to 20 cents. White Rock Corp., now bottling a line of eight different flavors on a local franchise basis, is the latest soft drink firm to show an interest in vending machines, though its efforts are still pretty much in the survey stage.

Pepsi-Cola, recently introducing an 8-ounce bottle, is reported to have cut the size of its cup vendor drink from nine to eight ounces; change will up capacity of Snead, Lion and Hupp vendors now in use.

First crack in the candy market came here with Suchard trimming the price on its Almond Bar from $6 to $5.83 for a 200-count vendor pack, although break in cocoa price has not materialized. A 10-cent slash on 100-count boxes of Charms brings the price to vending firms at $2.75.

New Jersey cigarette vendors are now operating at the 20-cent price level, as in New York City, since New Jersey tax went into effect.

Price increase on Roi-Tan and Phillies cigars (no doubt to be followed by others) has cigar operators talking. Price increase said to be due to labor and tobacco costs . . . Cigaromat Corp. of America is making a test run of 100 of its 3 and 6-column selective cigar vendors to check tools and dies. Firm has a production schedule calling for 10,000 units . . . Amity Manufacturing Co. has added a push-button feature to its *Automatically Yours* cigar vendor. Unit is now made in two models, delivering one stogie for a dime or two for a quarter. Firm offers 13 different name brands to operators, with the cigars packed in special vending machine cartons.

A story on the activities of the International Mutoscope Corp., makers of *Photomatic* and *Voice-O-Graph* and arcade machines, has been scheduled by the *New Yorker* magazine.

Pittsburgh

General reports show factories have recently been increasing output, but other lines of business have leveled off for the summer. Business men are optimistic about the rest of the year. General business did not drop in June as compared with May but still is ahead of last year, one reporting agency said.

Music reports are few and probably show a normal condition in this field.

On the amusement machine front, representatives of hotels in the area recently met here to take action on the increased placing of bell machines in clubs and taprooms. The Pennsylvania Hotels Assn. has demanded that the state liquor board "do something about the matter."

Such reports suggest that amusement machines are gaining in the area. Under the state's new law, cities and counties are passing new taxes on all kinds of machines and this condition is unfavorable.

San Francisco

Signal for a terrific burst in candy bar vending came with the reduction in cost of most bars, which dropped to three cents each in vending packs. Outside of the hot valley area, the Bay region has ideal climate for candy bars and operators are stepping up their activity. Machine gross has also hit a new high.

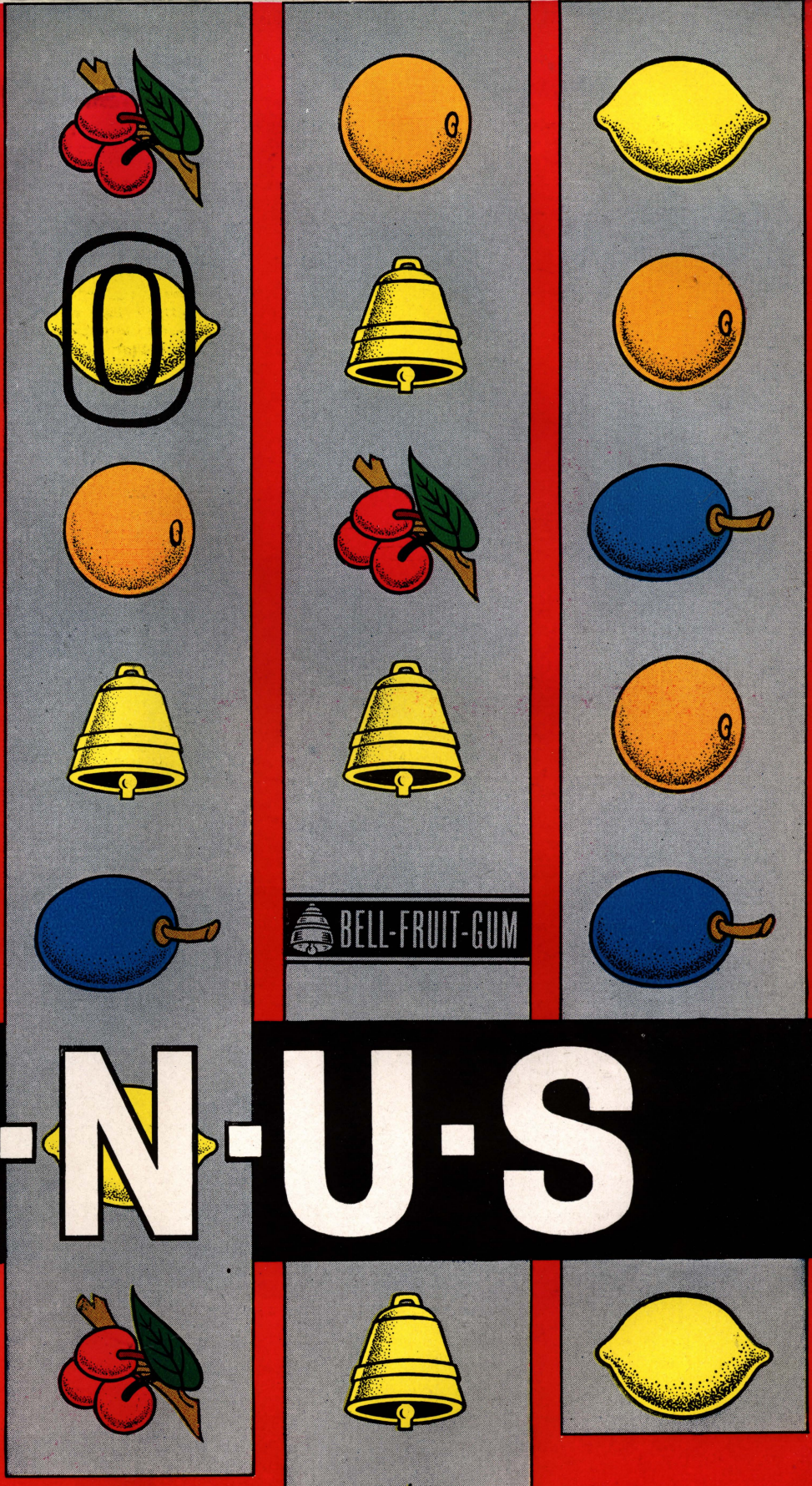
Ice cream vending is also rolling in peak fashion, with more machines finding their way to location. It is estimated that there are now 600 ice cream vendors in Northern California, with Revco pacing the way.

Beverage machines are undergoing a slow but normal expansion. Bulk vending is showing hopped-up grosses with introduction of new varieties of panned confections such as after-dinner mints, lemon drops, butterscotch drops and coffee buttons. Small jelly beans have increased gross in some machines as much as 50 per cent. Popcorn is enjoying better sales in outlying districts, while play in San Francisco vendors has dropped.

Music is limping behind the pay parade, while pin games are holding fairly stable. Operators are hopping aboard the shuffleboard bandwagon and the boards are mushrooming all over the area.

(See REPORTS, page 36)

IT'S SIMPLE,
AND IT'S FASCINATING!
FIRST COMES B,
THEN, O,
THEN, N,
THEN, U,
THEN, S,
THEN A SHOWER
OF 18 COINS
FOR THE PLAYER.
B-O-N-U-S
CAPTIVATES
THE PLAYERS!



B-O-N-U-S

Here is something NEW about the Bell.....

yes, something entirely new, something which makes the Bell an altogether different kind of machine, maintaining all its oldtime wallop with a brand new twist that gives the veteran Bell players just what they want *today.* We refer to the Mills machine...

B·O·N·U·S

Bells

5
BONU
MILLS
BONUS
BONUS-18
20
14
18
14
18
18
10
5
2

THE MILLS B-O-N-U-S BELL

Don't start off with any preconceived idea of the B-O-N-U-S. If you haven't yet operated one, let us tell you exactly what it is.

1. B-O-N-U-S Bell is identical with the regular type Mills Bells in that it pays exactly the same awards without change or qualification.

2. In addition to the regular awards, a Bonus feature, dramatically displayed at top of the machine, furnishes *ADDED* appeal.

3. Joined with certain of the fruit symbols on the *FIRST REEL* are the letters B, O, N, U and S. When a B appears, its flag springs up under the bonus window, even though the machine may pay out an award on the same play. From this point on, any time the next *consecutive* letter of the word BONUS appears, it, too, flops up under the glass. When finally the word BONUS is completed, the machine pays 18 for the Bonus award, regardless of the ordinary payouts in the meantime. It only slips back to scratch after the Bonus is won, never before. Nothing is ever taken away from the player; the Bonus must be paid or it stays up there in exactly the degree of advancement it has received.

The Bonus is always there as a play-getter. As soon as it approaches completion, interest gets wilder and wilder! Players refuse to release the machine till they can push the Bonus feature "over the line."

Bell-O-Matic *Corporation*

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

A224

RECORD SCOREBOARD

PICKED FOR PROFITS

Below are listed the best of the current releases. Each record has been reviewed by our music staff. Only those desirable for profitable use on automatic phonographs are listed. Side listed first is considered the best of the two. Those marked with a star (*) are the top tunes of each label. Space is provided for inserting quantities desired should the operator wish to use the list as an order blank. FT—Foxtrot; N—Novelty; V—Vocal; VC—Vocal Chorus.

BLACK AND WHITE

_____ 865 BLUES SERENADE (FT); RAGGING THE SCALE (FT), *Henry King*

*_____ 866 BOBBY SOX BOUNCE (FT VC); OUT OF A MOONBEAM (FT VC), *Tom Spinosa*

_____ 867 SWING A LULLABY (FT VC); LOVE IS ON A HOLIDAY (FT VC), *Tom Spinosa*

_____ 10027 SHUT THE DOOR (V HB); RHYTHM RANGER (Waltz V), *Cal Shrum*

*_____ 10026 THE ROOSTER AND THE OSTRICH (V HB); I THROW THE BULL (V HB), *Rudy Sooter*

CAPITOL

*_____ 15139 EVERY DAY I LOVE YOU (V); THIS IS THE MOMENT (V), *Jo Stafford*

*_____ 15140 FOR YOU (V); A LITTLE CORNER DOWN AT TONY'S PLACE (V), *Artie Wayne*

_____ 15141 GREEN EYES (Piano); BARCLAY'S BOOGIE (Piano), *Barclay Allen*

_____ 15142 WITH ALL MY HEART (V); GOODBYE ROMANCE (V), *Pied Pipers*

*_____ 15144 UNTIL THE REAL THING COMES ALONG (V); TELL ME, DADDY (V), *Julia Lee*

*_____ 15134 LIMEHOUSE BLUES (V FT); I DON'T CARE IF IT RAINS ALL NIGHT (V FT), *Johnny Mercer*

*_____ 15135 I KISS YOUR HAND, MADAME (V FT); JUST FOR NOW (V FT), *Andy Russell*

_____ 15136 SOMEBODY ELSE'S PICTURE (FT VC); MINE (FT), *Skitch Henderson*

_____ 15137 MANY HAPPY RETURNS OF THE DAY (V FT); MAMA GOES WHERE PAPA GOES (V FT), *Kay Starr*

*_____ 15128 I WENT DOWN TO VIRGINIA (V FT); HANKERIN' (V FT), *Gordon MacRea*

_____ 15129 BLOW, GABRIEL, BLOW (V FT); READY, SET, GO! (V FT), *Martha Tilton*

_____ 15130 NOLA (Piano); IT BEGAN IN HAVANA (Piano), *Barclay Allen*

*_____ 15122 A TREE IN THE MEADOW (V FT); I'M SORRY BUT I'M GLAD (V FT), *Margaret Whiting*

_____ 15123 GIT UP OFF'N THE FLOOR, HANNAH! (V N); MOE ZART'S TURKEY TROT (Inst.), *Red Ingle*

CAPITOL FOLK

_____ 15143 CRAZY BOOGIE (V); I'M A NATURAL BORN GAMBLIN' MAN (V), *Merle Travis*

*_____ 15133 AN OLD CAMEO (V); THE RANGERS RIDE AGAIN (V), *Andy Parker and Plainsmen*

_____ 40125 FOR THE SAKE OF DAYS GONE BY (V); ARE YOU ASHAMED (V), *Jimmy Wakely*

(Continued on page 32)

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The Review Selects THE TOP TUNES of Current Releases

Capitol 15144
UNTIL THE REAL THING COMES ALONG (V)
TELL ME, DADDY (V)
Julia Lee

Here is a crackerjack disc for automatic use. Julia handles the vocals in a sultry fashion and the background music of the Boy Friends is top rank. First is the 1930 favorite dolled up in strong and solid rhythm. Flipover has double-entendre lyrics and a solid beat throughout. Will hold repeat business.

Capitol 15134
LIMEHOUSE BLUES (V FT)
I DON'T CARE IF IT RAINS ALL NIGHT (V FT)
Johnny Mercer

Mercer follows up his sensational recording of "Sugar Blues" with an equally exciting rendition of "Limehouse Blues" with the Pied Pipers and the Paul Weston combo. helping out. It's a bright and unusual package and although of ancient vintage will take additional coin in most spots. Teammate is a modern ditty with cute and catchy lyrics.

Capitol 15122
A TREE IN THE MEADOW (V FT)
I'M SORRY BUT I'M GLAD (V FT)
Margaret Whiting

First side brings to light a popular English tune. Soft and dreamily romantic and ideally suited for Whiting's vocalizing. Flipover is an also ran.

Columbia 38216
BABY, DON'T BE MAD AT ME (V FT)
MAY I STILL HOLD YOU (V FT)
Dinah Shore

About as good a pair of tunes as Dinah has ever recorded. She's particularly at home on the first side and does a showmanship job with this dramatically-presented ballad. Both tunes have merit and La Shore chalks up a magnificent performance.

M-G-M 10220
WHEN I LOST YOU (V FT)
EASTER PARADE (V FT)
Kate Smith

This pair of old Irving Berlin favorites take on new charm and color in this superb recording. First was written back in 1912 and has been a sentimental favorite ever since. Kate does a terrific job on both efforts and this platter can spin time and time again on all your phonographs.

Victor 20-2922
MAY I STILL HOLD YOU (FT VC)
FRIENDLY MOUNTAINS (FT VC)
Sammy Kaye

The lilting rhythm and clever vocalizing betwix a male and female vocalist help to make this sentimental ballad top drawer material for your turntables. The usual Kaye flare for topnotch production is in evidence on both recordings. Second is taken at a bright bounce tempo and is an interesting novelty.

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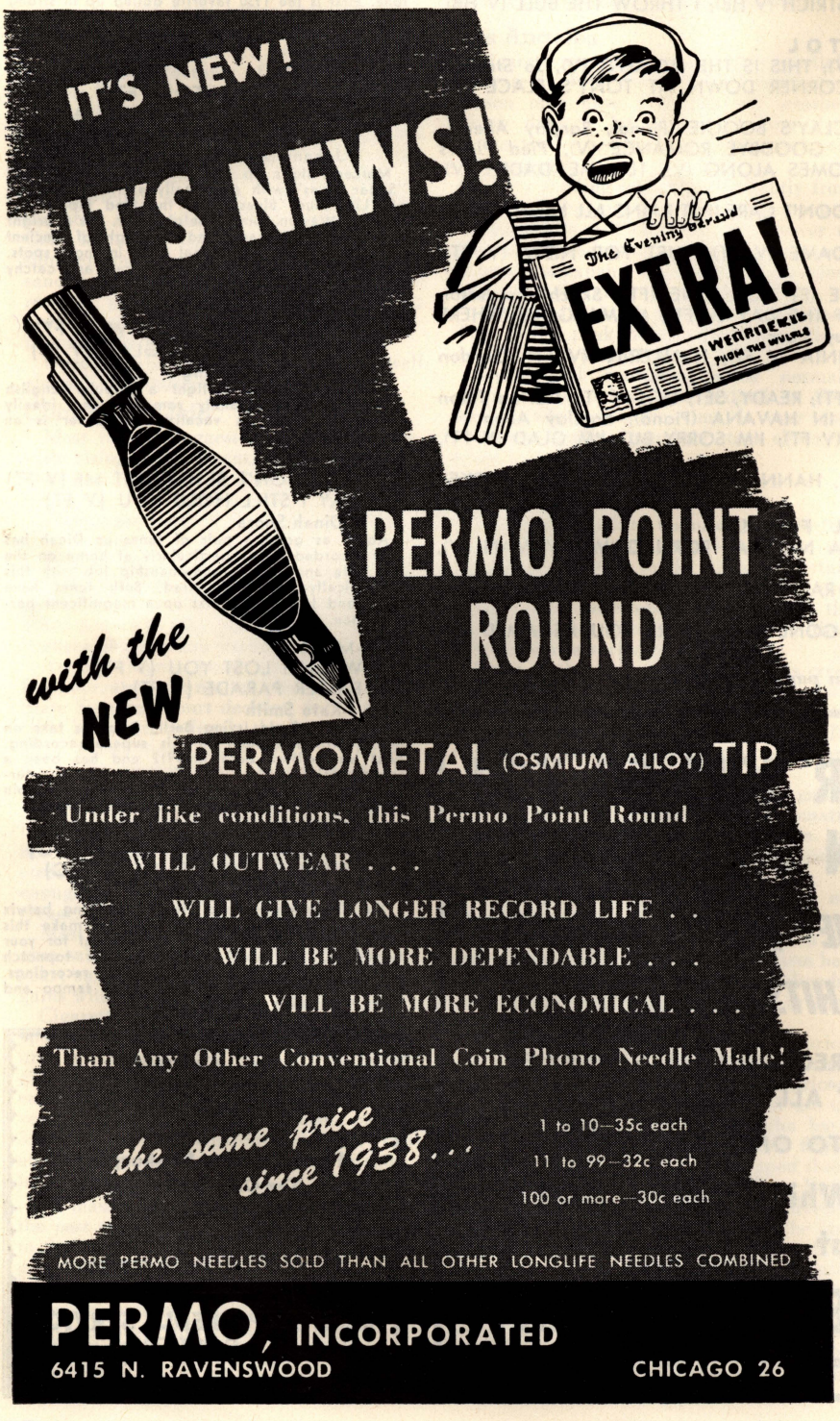
COLUMBIA

_____	38238	MAKIN' LOVE, MOUNTAIN STYLE (V); FINISHING SCHOOL WAS THE FINISH OF ME (V), *Dorothy Shay*
*_____	38239	CUANTO LE GUSTA (Samba VC); TAKE IT AWAY (Rumba VC), *Xavier Cugat*
_____	38231	I DON'T CARE IF IT RAINS ALL NIGHT (FT VC); HANKERIN' (FT VC), *Harry James*
_____	38233	INDIAN LOVE CALL (FT); WINDSHIELD WIPER (FT VC), *Tony Pastor*
_____	38222	SOMEBODY ELSE'S PICTURE (FT VC); ON THE LITTLE VILLAGE GREEN (FT VC), *Frankie Carle*
*_____	38223	PUT THE BLAME ON MAME (V FT); JUST A SHADE ON THE BLUE SIDE (V FT), *Janette Davis*
_____	38241	WHERE THE APPLE BLOSSOMS FALL (V FT); I'M A SLAVE TO YOU (V FT), *Buddy Clark*
*_____	38216	BABY, DON'T BE MAD AT ME (V FT); MAY I STILL HOLD YOU (V FT), *Dinah Shore*
_____	38214	BODY AND SOUL (FT); STOMPIN' AT THE SAVOY (FT), *Gene Krupa Jazz Trio*
_____	38215	AT THE FLYING "W" (FT VC); DONNA BELLE (FT VC), *Elliot Lawrence*
_____	38229	DOLLY'S LULLABY (V FT); CANDY STORE BLUES (V FT), *Toni Harper*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Victor 20-2923

COOL WATER (FT VC)
THE LEGEND OF TIABI (FT VC)
Vaughan Monroe

Monroe has taken one of the prime Western standards and given it a deluxe arrangement on the topside of this platter. Aided by the Sons of the Pioneers, he succeeds in injecting new glamour to the sagebrush ditty and fans will get a big bang out of the number. In western spots it will click beautifully too.

Victor 20-2913

YOU CAME A LONG WAY (From St. Louis) (FT VC)
FOR HEAVEN'S SAKE (FT VC)
Ray McKinley

If you haven't already tried some of McKinley's recordings, latch on to this lad. He's tops for automatics. Aided by some of the boys on the first side he combines Calypso rhythm with dazzling small instrumental effects. The drum work will send chills down your spine. Second is a tuneful ballad. Both will cop the coin.

POPULAR ALBUMS [10"]

Capitol CC-87

MEL POWELL ON PIANO. 'Way Down Yonder in New Orleans, Hallelujah, There's A Small Hotel, You Go To My Head, Cookin' One Up, When A Woman Loves A Man.

Powell proves his versatility on the piano with this collection of tunes. Some are with orchestra and others are piano alone. For dining spots this assortment offers delightful background music. For straight phonograph use one or two will spike a stack of 24.

Capitol CC-88

CLASSICS IN MODERN by Frank DeVol. The Lamp Is Low, The Breeze and I, On The Isle of May, If You Are But A Dream, Our Love, Moon Love.

Picking popular selections adapted from the classics, DeVol and his orchestra turn in a beautiful performance on six sides. All of the tunes have held their own on the popular list during years past and the interpretations given them here only serves to enhance their beauty. For quiet dining spots there could be nothing finer.

Columbia C-163

RECORDS FOR THE MILLIONS. Louise, Embraceable You, On The Sunny Side Of The Street, There's A Small Hotel, Ain't Misbehavin', Someone to Watch Over Me, I Can't Give You Anything But Love, Mood Indigo.

Paul Whiteman selected these recordings from the vast assortment of Columbia's past efforts and featured are such artists as Paul Whiteman, Teddy Wilson, Benny Goodman, Claude Thornhill, Harry James, Frank Sinatra, Louis Armstrong and Duke Ellington—each doing a side. This is a good collection for any operator to have on hand. Get it.

Columbia C-161

AN EVENING WITH VICTOR BORGE. Bizet's Carmen, Unstarted Symphony, Intermezzo, Stardust, Excerpt from Rachmaninoff's Concerto No. 2, Inflation Language, Hist Hvor Vejen Slaar En Vugt, Vuggevise, Clair De Lune.

This album lends itself best to use on rental phonos for each number is intended for attentive listening. There's a wealth of entertainment on the eight sides.

M-G-M 24

WHEN DAY IS DONE with Lew White at the organ. Someday I'll Find You, Zigeuner, When Day Is Done, Frasquita Serenade, Falling In Love With Love, One Alone, Make Believe, Lovely to Look At.

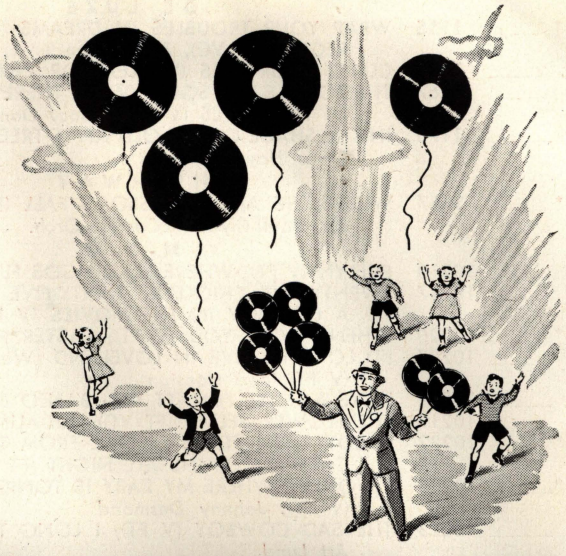
This is a dandy album of organ music with some of the country's top jazz artists sitting in on a few of the sides. Some unusual effects are achieved and the result is some easy listening. For dining spots this group fills the bill.

M-G-M 27

DREAM TIME played by Jack Fina. It's Dreamtime, Girl Of My Dreams, All I Do Is Dream Of You, I'm A Dreamer, Did You Ever See A Dream Walking, Dream, I'll See You In My Dreams, When I Grow Too Old To Dream.

Here is a half hour of dream music with the accent on the piano ably accompanied by a rhythm group. Not particularly slanted for the automatics but suitable for wired music setups and continuous music installations.

These are the ones that are coming up fast!



CASH IN ON THESE NEW RCA VICTOR "CLIMBERS"!

1 TONY MARTIN	If I Had You	RCA Victor 20-2914
2 PERRY COMO	Rambling Rose	RCA Victor 20-2947
3 VAUGHN MONROE	Cool Water	RCA Victor 20-2923
4 RAY McKINLEY	You Came A Long Way	RCA Victor 20-2913
5 TEX BENEKE	Meadowlands	RCA Victor 20-2898
6 SAMMY KAYE	Friendly Mountains	RCA Victor 20-2922
7 ZEKE MANNERS	The Old Piano Polka	RCA Victor 20-2875
8 SONS OF THE PIONEERS	Cigareetes, Whusky, and Wild, Wild Women	RCA Victor 20-2199
9 EDDY ARNOLD	Bouquet of Roses	RCA Victor 20-2806
10 SPADE COOLEY	Oklahoma Waltz	RCA Victor 20-2866
11 ROOSEVELT SYKES	Boogie Honky Tonky	RCA Victor 20-2902
12 LONNIE JOHNSON	In Love Again	RCA Victor 20-2903

MORE ALL-TIME SUPER HITS!

1 GLENN MILLER	Adios	RCA Victor 20-2942
2 WAYNE KING	Goofus	RCA Victor 20-2926
3 BIG BOY CRUDUP	Rock Me Mama	RCA Victor 20-2978
4 FATS WALLER	Jitterbug Waltz	RCA Victor 20-2639

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

DE LUXE

*_____ 1155 WRAP YOUR TROUBLES IN DREAMS (FT VC); ON THE STREET OF REGRET (FT VC), *Ziggy Lane*
_____ 1113 CLOSE YOUR EYES (V); TEA FOR TWO (V), *Sylvia Syms*
_____ 1167 THE TOODLE-I-AY SONG (V FT); THERE'S THE SAME OLD LOVELIGHT IN YOUR EYES (V FT), *Nancy Donovan*
_____ 1175 IN THE SHADE OF THE OLD APPLE TREE (V); HEARTS WIN, YOU LOSE *Bruce Hayes*

HIGHWAY

*_____ 3457 WHERE THE APPLE BLOSSOMS FALL (FT VC); IS IT TRUE? (FT VC), *Don Paull-Clyde McCarrel's Orch.*

M-G-M

_____ 10210 EVELYN (V FT); WHERE FLAMINGOS FLY (V FT), *Tommy Roberts*
_____ 10217 TWENTY-FIVE CHICKENS, THIRTY-FIVE COWS (V N); I WANNA BE A COWBOY IN THE MOVIES (V N), *Korn Kobblers*
*_____ 10220 WHEN I LOST YOU (V FT); EASTER PARADE (V FT), *Kate Smith*
_____ 10227 I'D LOVE TO LIVE IN LOVELAND (Waltz VC); ON THE WATERFALL (V FT), *Bob Houston*
_____ 10229 HAVE A LITTLE FUN (FT VC); BANJO BOOGIE (FT VC), *Arthur Smith*
_____ 10219 THE FLOWER SELLER (FT VC); JUDALINE (FT VC), *George Paxton*
*_____ 10222 A BOY FROM TEXAS—A GIRL FROM TENNESSEE (FT VC); I DON'T CARE IF IT RAINS ALL NIGHT (FT VC), *Johnny Johnston*
*_____ 10225 I WONDER WHERE MY BABY IS TONIGHT (V FT); P. S. I LOVE YOU (V FT), *Johnny Desmond*
_____ 10223 THE SAD COWBOY (V FT); I LONG TO BELONG TO YOU (V FT), *Art Lund*
*_____ 10221 CHICKIE BOOM (FT VC); HANKERIN' (FT VC), *Hal McIntyre*
*_____ 10224 LIFE GITS TEE-JUS DON'T IT (HB V); WIND IN THE MOUNTAINS (HB V), *Carson Robison*
_____ 10218 I JUST FELL OUT OF LOVE WITH YOU (HB V); HEART TROUBLE (HB V), *Denver Darling*

VICTOR

_____20-2946 JUST FOR NOW (FT VC); A LOVELY RAINY AFTERNOON (FT), *The Three Suns*
*_____20-2947 THERE MUST BE A WAY (V FT); RAMBLING ROSE (V FT), *Perry Como*
_____20-2948 HEY, PRETTY BABY (FT VC); BABY DON'T BE MAD AT ME (FT VC), *Count Basie*
*_____20-2949 I KISS YOUR HAND MADAME (FT VN); I'M GETTING SENTIMENTAL OVER YOU (FT VN), *Spike Jones*
*_____20-2953 A MAN COULD BE A WONDERFUL THING (V FT); HARD TIME BLUES (V FT), *Hall Sisters*
*_____20-2924 LOOK FOR THE SILVER LINING (FT VC); WHIP-POOR-WILL (FT VC), *Tex Beneke*
_____20-2925 I'M WAITING FOR SHIPS THAT NEVER COME IN (V FT); WHERE FLAMINGOS FLY (V FT), *Beryl Davis*
*_____20-2922 MAY I STILL HOLD YOU (FT VC); FRIENDLY MOUNTAINS (FT VC), *Sammy Kaye*
*_____20-2923 COOL WATER (FT VC); THE LEGEND OF TIABI (FT VC), *Vaughn Monroe*
*_____20-2926 GOOFUS (FT); LAZY STREAM (FT VC), *Wayne King*
_____20-2930 LOVE ME OR LEAVE ME (Piano VC); SHOE SHINE SHUFFLE (Piano VC), *Pat Flowers*
*_____20-2862 IT'S YOU OR NO ONE (V FT); IT'S MAGIC (V FT), *Tony Martin*
_____20-2903 IN LOVE AGAIN (V Blues); GET YOURSELF TOGETHER (V Blues), *Lonnie Johnson*
_____25-1121 CINDERELLA (Polka); IN PARADISE (Waltz), *Lawrence Duchow*
_____20-2912 JUDALINE (FT VC); BABY, BABY ALL THE TIME (FT VC), *Tommy Dorsey*
*_____20-2913 YOU CAME A LONG WAY (FT VN); FOR HEAVEN'S SAKE (FT VC), *Ray McKinley*
*_____20-2914 IF I HAD YOU (V FT); MUSIC FROM BEYOND THE MOON (V FT), *Tony Martin*

VICTOR FOLK

*_____20-2951 COWBOY COUNTRY (V); DOWN WHERE THE RIO FLOWS (V), *Sons of the Pioneers*
_____20-2952 I NEVER KNEW WHAT IT MEANT TO BE LONESOME (V); WILL THE ANGELS LET ME PLAY (V), *Elton Britt*
*_____20-2927 I'M GONNA TEAR DOWN THE MAILBOX (V); 'NEATH A BLANKET OF STARS (V), *Montana Slim*
_____20-2928 FIND 'EM, FOOL 'EM, AND FORGET 'EM (V); FIDDLIN' JOE (V), *Johnny Tyler*
_____20-2917 I'M GONNA GALLOP, GALLOP, GALLOP TO GALLUP, NEW MEXICO (V); OLD FASHIONED COWBOY (V), *Roy Rogers*

Wurlitzer Offers Special Calendar

NORTH TONAWANDA—As leading exponents of calendar advertising in the commercial phonograph field, The Rudolph Wurlitzer Co. has announced that a special 1949 Juke Box Calendar is rolling off the presses of Brown & Bigelow, world's largest calendar house.

A six page, full color calendar, it is designed to hang in locations as a year-long promotion to stimulate play and profits for Wurlitzer Music Merchants.

Each page covers two months and pictures people in various poses obviously enjoying juke box music although no phonograph is actually shown. The calendar is consequently equally suited to all locations regardless of the Wurlitzer model they have. Each page carries imprint of the Music Merchant's name and address in large type.

CLASSICAL

Victor Album 1160 (12")
Arturo Toscanini and the NBC Symphony Orchestra
BERLIOZ: ROMEO AND JULIET — DRAMATIC SYMPHONY, Op. 17

Toscanini again brings to records a seldom-heard masterpiece. Selecting portions of Berlioz's massive "Romeo and Juliet" he has captured the true essence of the composer's score. In whole or in part this work is adaptable to automatic use.

Victor Albums 1151-52-53 (12")
Paganini Quartet
BEETHOVEN: RASOUMOVSKY No. 1, 2, 3

Playing instruments which were once the cherished possession of Nicolo Paganini and were made for him by Stradivarius, the Paganini Quartet makes its record debut doing the three Rasoumovsky Quartets of Beethoven. Steeped with ardent romanticism this chamber music will find ready acceptance for background music in wired spots.

Columbia Album MM-711 (12")
Rudolf Serkin, piano
BEETHOVEN: SONATA NO. 23 IN F MINOR, Op. 57

This exciting, dramatic and turbulent sonata is generally referred to as the "Appassionata." Serkin plays it with searching power, fiery imagination and technical brilliance. Six sides comprise the work. It may be a bit lengthy for automatic use in its entirety but one or two parts may be used effectively.

25—887—COIN REVUE Rose

Columbia Album MM-698 (12")
Robert Casadesus, piano
CHOPIN: SONATA NO. 2 IN B-FLAT MINOR, Op. 35
CHOPIN: MAZURKA IN A MINOR, Op. 17, No. 4

One of the finest and most profoundly moving of Chopin's works wears well with the years. Familiarly known as the Funeral March Sonata because of the solemn grandeur of the March in the third movement, Casadesus extracts the rich beauty and feeling of every movement. Five sides make up the Sonata while the sixth is given over to the melancholy brilliance of the A Minor Mazurka. Suggested for dining spots and piped industrial spots.

Columbia Album MM-699 (12")
Bruno Walter and The Philadelphia Orchestra
SCHUBERT: SYMPHONY NO. 8 IN B MINOR

Popularly known as the "Unfinished," inasmuch as Schubert never completed the third movement. Walter's understanding and poetic interpretation makes these six sides a towering work of symphonic literature. May be used in any wired music set-up, complete or first and third sides may be used singly.

Columbia Album MM-706 (12")
Morton Gould and his Orchestra
MORTON GOULD SHOWCASE

Here is a showman's dream of music especially suited for automatic use. The Gould Orchestra — never better — is heard in special Gould arrangements of "Two Guitars," "Birth of the Blues," "Masquerade," "Peanut Vendor," "Begin the Beguine," "Georgia On My Mind," "Blues in the Night" and "Limehouse Blues." All are powerhouse arrangements such as Gould generally uses for the featured spot on his broadcasts and concerts. Get this.

Columbia Record 72372 (12")
Oscar Levant, Piano
BRAHMS: INTERMEZZO NO. 13 IN A MAJOR, Op. 118 No. 2
BRAHMS: WALTZ NO. 15 IN A-FLAT MAJOR, Op. 39
SCHUMANN: TRAUMEREI, Op. 15, No. 7

An exquisite piano record with double bows to the second side. Pieces are featured in the current picture "Song of Love" based on the life of Robert Schumann.

Columbia Record 72345-D (12")
Guiomar Novaes, piano
CHOPIN: BALLADE NO. 3 IN A-FLAT MAJOR, Op. 47

A work of great tenderness and charm, and rich in the romantic atmosphere of the early nineteenth century. Mme. Novaes invests it with all the exquisite grace and poetic feeling of the day. Suitable for dining spots particularly.

Columbia Album 708 (12")
Budapest String Quartet
MOZART: QUINTET IN D MAJOR FOR STRINGS

The Budapest Strings and the distinguished viola virtuoso, Milton Katims, have recorded the first of Mozart's last two string quintets. Music is lovely, starting with charming formality, advancing to a vigorous and tuneful minuet and concluding with a finale of supreme richness and brilliance. Ideal for automatic use.

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Indexed and classified for easy reference are 150 beverages for drink machines; almost 100 candy bars and brand names (including name and address of manufacturer, approximate weight, size and ingredients); 120 phonograph labels, showing list price, operator's price, and where to obtain; trade marks and names; cigarette brand names and manufacturers; every association in the Industry, with meeting dates, officers and members of the board of directors

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REGIONAL REPORTS

(Continued from Page 26)

St. Louis

June and early July were replete with disappointments for the trade here. Distributors reported slow trade; it was the seasonal decline, they all agreed, but some said it is more than usual.

Some distributors are accumulating a backlog of orders on condition that prices of machines decline to some extent.

Music trade reports conditions as about normal for the time of year.

Most of the trade reports are about amusement games, some distributors selling all they can get of a few new numbers. Operators coming in from tourist points in the area say games play is excellent.

The coin machine auction sale, an experiment by Carl Trippe, of Ideal Novelty Co., was a complete failure, according to Trippe. He suggested that it may be tried again when machines are moving faster, and when all distributors can join in a general auction. Idea had been based on auctions held daily in St. Louis for autos and planes.

Seattle

The business outlook is considered good; new industries and new plants are boosting the area. Tourist travel in this state and in Oregon is gaining now, after the disastrous floods; June tourist trade in Oregon dropped about 50 per cent. Summer convention prospects in Seattle are good for July and August; national convention of Eagles in August expected to bring 10,000 visitors. Weather here, however, had been unusually cool, even up to mid-July.

Phonograph business is still down, and operators seem to be becoming resigned to pre-war collections, but they're not happy about it. One distributor, however, reports that phono sales are brisk outside the city, with Alaska and all the northwestern states asking for shipments. Older machines taken in on trade-in deals, though, are gathering dust in the warehouses, as nobody wants them.

Amusement games have picked up in the last month, with 5-ball games getting a good play.

The State Tax Commission also has hit operators hard with a ruling that console bell machines with a "skill lane" will no longer be classed as games of skill, but after Sept. 1 will be classed as bells and subject to the 40 per cent tax. Operators must also sell the machines to locations, since state law provides that machines so classified must be owned by clubs, etc.

Arcade business is excellent, with the usual summer pickup and an increase in the number of soldiers in town en route to Alaska.

The unusually cool weather has kept cold beverage vendors from showing the expected summer increase in business.

Coffee vending machines are going well here, according to Kwik-Kafe Coffee and Food Service, which set up headquarters here a few weeks ago with the first hot beverage vendors in this area. At several locations, the concern has installed cookie and doughnut vending machines next to the coffee vendors and has found this a very profitable combination. An increase in the number of installations is expected as soon as cooler weather sets in.

Weather here, however, has been unusually cool, so pop corn sales have been excellent. Pop corn vending machines have been set up at a rapid pace in all types of locations—downtown streets, outside neighborhood stores, the airport administration building, office building lobbies, etc.

Scales business is consistently good, and two newcomers to the scales operating line have placed orders for a large number of machines to set up new routes here.

Coin laundries are making steady progress here, with business getting "better and better," according to a local distributor of coin-metered machines. "All you have to do," he says, "is get the housewife into a coin laundry once, and she's 'sold.'"

Both in Tacoma and in Seattle, all coin machines are expected to get a big play from draftees next fall, when Fort Lewis begins training an estimated 75,000.

Twin Cities

As summer nears half-way mark, general business conditions in area are good, with emphasis on resort trade which started well over last year. Coinmen are gaining thereby. Trade over July 4 was reported excellent; upstate or "country" operators are gaining most this season, while cities remain quiet.

Music trade says influx of television sets has not cut phono play to any real extent; one video station is operating now, and when two more begin, the total may hurt music boxes; one operator says phono play may be cut as much as 5 per cent by video in a location; suggests locations could make video boost phono play by using video to draw customers, keeping it on only for sports programs. Phono sales are down.

Amusement games are at their peak in the resort areas; distributors are making good sales as operators have been restocking after the crusade last year. Real optimism prevails among amusement operators, although a recent move against token-paying games hurt some. Operators blame a few locations for redeeming tokens in cash.

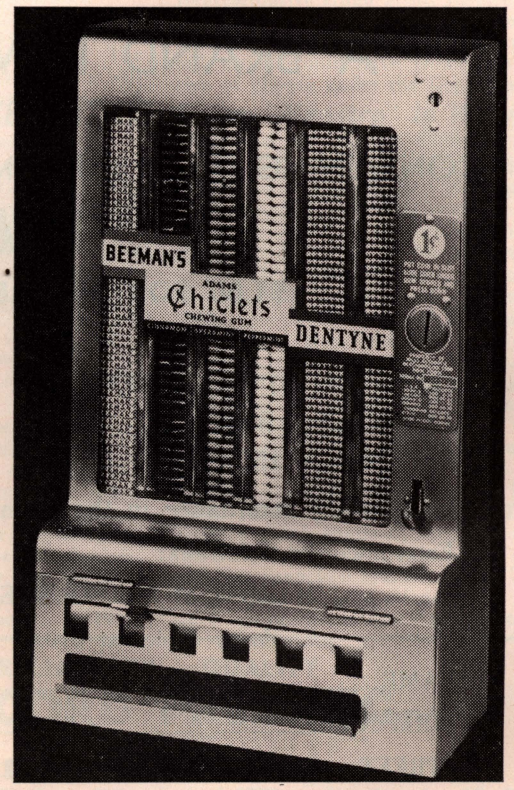
Downtown arcades have gained some as tourists pass through the city on the way to resort sections.

Important Announcement To All Operators of Vending Machines

Now, for the first time in many sections of the country, the world's largest manufacturers of vending machines can offer the exclusive distribution of its Mills Display Penny Gum Vender which vends Dentyne, Beeman's Pepsin, Cinnamon, Spearmint and Peppermint Chiclets. The company is and has been operating many thousands of these profitable venders for over 14 years in the larger metropolitan areas. Now ready to cover balance of country through independent operators. These counter type venders are profitably placed in restaurants, food markets, bus depots, drug stores, confectionery stores, hotels, office buildings, bowling alleys, recreation centers, laundries, factories and all types of industrial locations. With proper attention to the business a sure steady income is assured. This is a proven fact.

The exclusive franchise rights for the operation of these machines will increase your profits and add prestige to your business by enabling you to render a more complete service to your locations and the public. Every profitable "stop" you now have is a money-making spot for Mills Display Gum Vender, and many additional locations may be available for you with this equipment and nationally known merchandise.

16,500 of these profitable and attractive stainless steel venders are coming off the line starting very shortly after this announcement appears in print and you owe it to yourself, your locations and your business to write us at once stating the exact counties you cover. Complete information will be furnished immediately.



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Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES AND OTHER SELF-SERVICE EQUIPMENT

★ ★ ★ ★ AUGUST, 1948 ★ ★ ★ ★

MERCHANDISE . . .

A review of recent reports on merchandise items follows:

Apples — A recent government report estimates that total apple consumption this year will be slightly under 1947; consumption reached a low in 1945 and has been slowly climbing since. Prices in June were well above the year's low but are not at the peak price. New crop of apples seems to have set well in most states.

Almonds—Crop reports in foreign supply areas estimate a 1948 crop that will be above the 5-year average; prices are low in the Mediterranean area and American buyers are said to have slowed up considerably in recent months. Spot markets in New York have been quiet for weeks.

Aspirin—The largest aspirin plant in the world is now in production and drug trade papers have featured the modern plant in their news. But output has not shown any effect on market yet. Trade reports say demand for aspirin has held up more than seasonal.

Candy Bars—More details on candy bar outlook will be found in the section on CANDY VENDING in this issue. The annual conventions of candy wholesalers and candy manufacturers were held in June and gave much information on the candy trade. The

Chewing Gum—News reports chiefly relate to new brands of bubble gum, with even the majors promising to get into the field. One trade report says chewing gum which formerly sold at 67 or 68 cents at wholesale is now down to 62 cents; another report says the majors have reduced price from 60 to 55 cents on box of 20. While the spotlight is on bubble gum, trade reports suggest that the entire field is marked by "an accelerated merchandising trend."

Cigars — Government report for April showed cigar output of all sizes to be about 8 per cent ahead of the same month last year; but April output dropped about 6 per cent below March. Output of most types of popular priced cigars in April was above the same month in 1947. Ten-month (fiscal year) output of all classes of cigars is running below the same period a year ago.

Cigarettes—Government report on cigar-

(See MERCHANDISE, Page 52)

Vendor Addresses NCA N. Y. Meet

NEW YORK—J. Sidney Jones, head of Southern Vendors, Inc., Dallas, and an NAMA vice-president, was a featured speaker here at a sales session of the National Confectioners Assn. 65th annual convention. Meeting was held at the Waldorf-Astoria Hotel, while an exposition, mainly featuring candy-making machinery, ran at Grand Central Palace.

Jones stressed the fact that the coin machine does not compete with manual over-the-counter selling, but is an aid and impetus to such sales. As an example, he pointed out that automatic merchandising in army camps had increased candy sales 10 times, while over-the-counter selling in PX's climbed simultaneously.

Jones asked candy manufacturers to give full consideration to the needs of vending machine operators, such as special packs; and he pointed out that as much as 50 per cent of candy bar retailing might eventually be performed via vendors.

George F. Dudick, a Dept. of Agriculture speaker, reported that the average American is eating 18 lbs. of candy in 1947, an increase of 2 to 3 lbs. over pre-war years. Dr. P. H. Nystrom, professor of marketing at Columbia University, predicted that 1948 candy sales would top the million dollar mark for the first time in history. He attributed the increase to a population rise of 13,000,000 in the last seven years, pointing out that a majority of the increase was represented by children, candy's best customers.

New Pop Corn Vendor Starts Production

CINCINNATI—Frank Gastright, formerly owner of plant making peanut roasting equipment, has invented a pop corn vendor and he says operators of the machines will be supported with a national advertising campaign to boost demand for the brand merchandise. Gastright will manufacture the vendors in a new plant at Ludlow, Ky.

Firm will be known as Automatic Specialty Co. and will supply vendors and trademarked cartons to tie in with advertising program.

Trade name for pop corn will be "Oh Boy" and machine capacity is 80 boxes, to sell at 10 cents per carton. Gastright stresses that cartons are used rather than bags.

Quantity production is scheduled to be under way in August.

Bottlers Form Soft Drink Institute

CHICAGO — Sixteen parent franchise companies in the soft drink field formed the National Brands Soft Drink Institute here recently, and these firms represented approximately 2,500 bottlers over the U. S. Organization will have as its primary purpose a greater merchandising effort for soft drinks.

Plan is that the name of the association may be later changed to Soft Drink Institute, representing parent franchise companies in the trade.

Officials elected were Edward W. Mehren, The Squirt Co. (he is widely known for his recent advocacy of new coins) president; 1st vice-pres. A. A. Conover, of O-So-Grape; 2nd vice-pres. Barney Berns, of Dad's Root Beer; secretary L. W. Bowers, of Grapette; treasurer J. W. Pipes, of Mission Dry.

Charter members represented such trade names as Squirt, Vernor's, Lucky Club, Mission Dry, Vess, Bireley's, Grapette, B-1, Cliquot Club, Chocolate Products, Sun Spot, O-So-Grape, Dad's Root Beer, etc. Major names, such as Coca-Cola, Pepsi-Cola, did not join in the charter membership but opinion expressed is that they will join the program.

Many phases of the soft drink trade were discussed in the meetings covering three days, and among them were the seriousness of high costs. Still more serious is the fact that costs are still rising, including sugar, an item that had been expected to drop in price. Most companies are buying supplies for short periods ahead, hoping for price declines.

Vending machines were discussed, with bottlers expressing a growing interest in the selective type of bottle vendor. Trade papers in the soft drink field have given prominence to the fact that many bottlers consider the selective type of vendor more adapted to their merchandising needs.

Tom O'Malley, of *Bottling Industry*, suggested that much credit must be given to the pioneering work of the single-flavor machines and the aggressiveness with which some soft drink companies have pushed these machines into many outlets. At the same time, many bottlers handle a variety of drinks and will turn to the selective vendor.

"Cure for exclusive, single flavor vendors

AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

is more selective vendors," suggested the *American Bottler*, following its own survey of the trade and reported in summary of the vending machine picture for bottlers. The publication suggested that even the recent U. S. Supreme Court decision in the Morton Salt case (reported in AUTOMATIC VENDING, July, page 29) may be used in favor of selective vendors.

Reports of manufacturers at the Chicago convention on present sales trends indicated that volume in June and early July had not reached a desired peak, and the soft drink men said it was due to too much cool weather over many states. At least 30 days of very hot weather is needed to spur sales of soft drinks, they said.

Headquarters of the new organization will be maintained for the time being at the offices of President Mehren, The Squirt Co., 8438 Wilshire Blvd., Beverly Hills, Calif.

WVMOA In Strong Drive For Sanitary Vending

LOS ANGELES — Faced with growing agitation from parent groups and other organizations in the western half of Los Angeles and a "get tough" policy from the Board of Health, the Western Vending Machine Operators Association launched vigorous action at its last meeting to put vending on a completely sanitary basis.

WMVOA unanimously passed a motion to print a 10 or 12 point pledge, listing the key items in maintaining sanitation and cleanliness of both machines and vending supply vehicles. Pledges will be mailed to operators through cooperation of distributors and extra copies will be available at all distributors' headquarters for operators not on mailing lists. Operators will be asked to sign the pledge and adhere to its specifications.

Lew Feldman of Operators Vending Machine Supply Co. offered to contribute $50 toward the cost of the mailing, and Leon "Hi-Ho" Silver, San Francisco distributor, told members he would have the pledge letter printed free of charge for the association. It was also agreed that if additional money is needed to carry out the program, members would be assessed accordingly.

A committee was named to draft up the pledge letter, consisting of Phil Sreden, R. E. Leland, Preston Coombs, John C. Pruner, M. I. Slater, Sam Abbott of *Billboard*, and Louis Karnofsky of THE COIN MACHINE REVIEW.

Before the largest crowd ever attending a WMVOA meeting, M. I. Slater, president of the organization, bluntly warned bulk venders that while the Board of Health is not planning on immediate confiscation of bulk machines, they are now in a frame of mind to do so; however, he added, the Board is willing to give operators a chance to clean their own houses first. Slater reported that complaints of dirty machines has spurred the Board of Health to assign three inspectors to the vending division. License inspectors have also been ordered to crack down on machines not having permit stickers.

Slater declared that the problem is not confined locally, because the National Health Foundation, representing health board members of all cities, is giving consideration to the matter.

While discussion touched on all types of vending machines, particular stress was given to bulk vendors. "There also must be sanitation in service cars containing merchandise," Slater reminded the group, "because inspectors are looking into vehicles with the same critical eye they are inspecting machines."

Slater pointed out that the Board of Health has not set up any arbitrary rules but is leaving regulation up to each individual operator.

A motion was made and carried to hold over election of officers until the next meeting.

Testing Coin-Controlled Gas Pumps

CHICAGO — Higher prices on gasoline and the spread of self-service gas stations in the West are expected to aid the use of coin-operated gasoline pumps, according to backers of these devices. Johnson Farebox Co. here makes a coin mechanism for the full automatic pumps to be placed on the market by Bowser, Inc., of New York.

Serve-yourself gasoline stations (not coin-operated) are reported to be spreading in southern California and the *Wall Street Journal* says the reason the big success is "the high cost of food." Rising prices on gasoline are a big item also, because the self-service stations are offering motorists a saving of as much as a nickel a gallon.

Bowser, Inc., is testing the coin-operated pumps in a few cities, having started the tests last January. Tests thus far are reported to be "very satisfactory," but there are still some problems to be solved. Motorists who have had a chance to patronize the pumps on test are reported to like the service.

C. F. Harris is the inventor of the coin mechanism and pump that makes up the fully automatic combination to be offered by Bowser. The coin mechanism is on a pedestal near to, but entirely separate from the pump; in fact, pumps can be used as a standard setup separate from the coin mechanism.

Original purpose was to design a fully automatic pump which could be left in operation at night, after gas station attendants have left. Or, the coin-operated pump can be used during the rush hours of the day when some motorists may be in a hurry.

Coin mechanism will take nickels, dimes and quarters up to $2, give merchandise and also return change, if any. If customer wants more than $2 worth of gas, he makes repeat deposit. After coins are deposited, customer handles the hose which regulates flow of gas; meter registers coins deposited and also shows flow of gas.

Revco Booming in Northern California

SACRAMENTO — One of the most successful Revco operators in this fast-growing ice cream vending area is Ed Williams of Ice Cream Vending Co., who is rapidly working toward a 100-machine route.

Williams has found that by alternating his "specials" each week (sundae cup, chocolate nut sundae, strawberry sundae, etc.) he has been able to increase sales 30 per cent.

Williams' locations are diversified, including the State Capitol, hospitals, bus stations, retail stores, industrial locations, and army posts. Recently he added Bud Ferguson to his staff to handle the increased volume.

Viking Specialty Co., exclusive Revco distributors for Northern California, point out that Revco's success is based on its universal appeal—that it caters to all types of people in all walks of life and supplies a new outlet for ice cream through impulse buying. Viking also reports that there are still plenty of good locations available.

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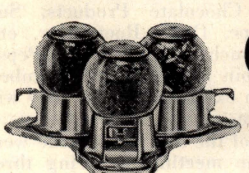

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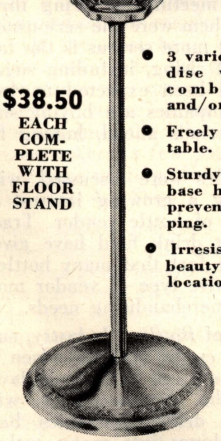

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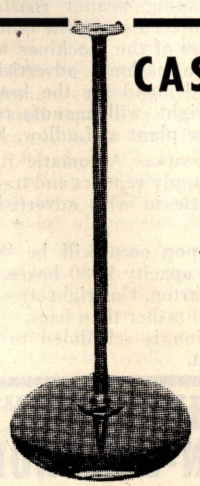

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Cookie Vending

by ARTHUR E. YOHALEM

- **Cookie vendors in U. S. number at least 15,000 and average sales are about $4 per week.**
- **First spurt in cookie vending began about 1939 and pioneer machine was announced in 1940.**
- **War interrupted progress in cookie vendors, but postwar interest has been making rapid gains.**
- **Cookies are often sold in candy bar vendors, and cookies sell best when vendors are placed near vendors for soft drinks, coffee, juices, etc.**
- **Best locations are schools, factory and office buildings, banks, department stores, etc.**
- **Five major manufacturers of cookies produce 70 per cent of the national output. Most of them cater to vendor trade.**

Making its full-dress debut less than 10 years ago, the cookie vendor is rapidly taking a place as a staple silent salesman in the automatic merchandising field. Vending better than a quarter of a million dollars worth of nickel packages a month, the cracker machine has aroused the interest of both the specialty baking industry and vending men.

To the biscuit makers, machine sales represent a new retail channel for a product which has been primarily a home consumption item, while coinmen have found that crackers are an ideal "companion" item for the group of soft drink, milk, coffee, and fruit juice dispensers now mushrooming on locations. For the cookie vendor, spotted alongside a beverage machine, will often nab an extra impulse nickel from the same patron who buys a drink, making a "ham-and-eggs" combination sale.

Much of the impetus behind cookie vending was war born, stemming from the popularity of coin machines in booming industrial locations. Attempting to supply workers with in-plant refreshment, many a factory management welcomed beverage machines, which, in turn, stimulated a demand for cookies. Similarly, the wartime wrap of biscuits for military field rations made available additional machinery which would package cookies in an oblong pack, providing a unit which could be dispensed in candy bar vendors.

Thus, even though the war halted the manufacture of specialized cookie vendors, it produced a cracker pack for candy machines. The wartime candy shortage also caused operators to utilize cookies as a substitute item, and the Automatic Canteen Co., for example, which reported a sale of 5,582,000 packages of cookies and raisins in 1942, had upped the amount to 45,109,000 by 1945.

Currently, there are about 15,000 cookie machines on location, vending crackers exclusively. Most of these are specially built to market a cube-shaped package, although about 10 per cent are candy bar machines, used to dispense an oblong cookie pack. (It's anybody's guess as to how many operators feature a column or two of cookies along with several columns of candy bars in so-called "split" operations.)

The national average sale per cookie machine is 80 packs or $4 a week, though in some metropolitan areas, such as New York, the average gross rises to $7, while top locations have done $30 and over. Sold to operators at wholesale prices ranging from $2.73 (F.O.B. bakery) to $3.09 (delivered) per 100 packages, gross profit ranges from 38-40 per cent. In contrast to candy vending, cookies are sold "direct" to the operator, bypassing jobbers.

Installed as a "service" machine, cookie vendors have found their best locations in those sites catering to a fixed repeat patronage, and do top business in factories, office buildings, schools, banks, department stores, and clubs. Featured as an employee convenience, the location commission has been relatively low, averaging about 5 per cent, although some operators have paid 10 per cent. Statler Distributors, with a huge operation in the New York City area, pays an average of 2 per cent. Multiple installations of two or more machines are not unusual, and many cookie routes are operated in conjunction with beverage machines, resulting in joint-servicing and reduced labor costs.

The idea of selling biscuits through machines can be traced back to the first German automats of the 1890's, which dispensed a variety of food products. However, attempts to produce self-sufficient cookie vendors in this pioneer period were unsuccessful, as it was the era of the cracker barrel, when biscuits were handled in bulk. Fragile and perishable, they proved to be a poor product for the crude vendors of grandpa's day. The formation of the National Biscuit Co. at the turn of the century saw the production of the first packaged crackers, but these boxes were intended for home consumption and were too cumbersome for coin machine retailing.

During the 1920's, promotional attempts were made to revive cookie vending, but the loss of better than five million dollars by investors in speculative pie and sandwich vendors caused coinmen to shy away from any machine connected with food products. As a result, vending circles paid little attention to the development of the five-cent cube cookie package of the 1930's. This product was the outgrowth of an effort by small firms to achieve a new cracker market in soda fountain-luncheonette locations. The idea was taken up by the National Biscuit Co. (NBC), marketing its most popular cookies in nickel packs called *NABS*, which found their greatest "snack" acceptance in the Southern market. Because of the cube shape of the cardboard and cellophane package, a special dispensing mechanism was necessary to vend the product, and, with beverage vending in its infancy, coinmen could not foresee the future for cookies.

However, the late 1930's saw a boom in bottled soft drink and milk machines, and by 1939 there was a consequent flurry of interest in cookie vending. An oblong five-cent cracker pack (featuring a smaller cookie than the standard package) was used experimentally in candy bar machines, and gave inventors the idea of building a selective vendor which could dispense cube-pack cookies.

Trade circles generally credit Dave Bond, president of the Trimount Coin Machine Co. of Boston, as the originator of the modern cookie vendor. Sensing a need for a food vendor in factory sites, Bond hit on the idea of using NABS as an advertised product which enjoyed consumer confidence. In 1940, Trimount marketed the *NAB Diner*, an upright cabinet unit which held 115 cube cookie packages and offered a choice of five varieties, including Fig Newtons, Oreo Sandwiches, Lorna Doones, etc. Bond was authorized by the National Biscuit Co. to use its patented NAB trademark on his Diner, and franchised operators who bought the vendors could obtain cookies from any of the 250 NBC sales centers operating around the country, insuring themselves of fresh merchandise. Operators agreed to remove the NAB trademark from the machines if they used biscuits made by a baker other than NBC.

Only a limited number of the Trimount machines were marketed before the wartime shortage of steel brought a halt to production plans. During the war, when NABS were placed on allocation due to a scarcity of ingredients and packaging materials, operators of some of these machines painted out the NAB trademark on the Diner and switched to other brands. Recently there have been trade rumors that Trimount is mulling over the idea of marketing a postwar version of the Diner, contingent upon NBC cookie production.

The year 1940 also saw the production of the *Lite-Bite*, a model resembling a tab gum machine, which held 90 cube cookie packages in a 5-column cabinet. Developed by Automatic Merchandisers of Chicago, this device was field-tested in that area, but never marketed in quantity because of an inability to secure a tie-up with a nationally-known biscuit manufacturer.

Third firm to enter the field at this time was the Statler Mfg. Corp. of New York, which now dominates cookie vending. Statler was organized by Lawrence Reiss, who secured an exclusive vending franchise from Sunshine Biscuits, Inc. (then Loose-Wiles)

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to sell NIKS, the firm's five-cent cube package line. Statler concentrated its operation in the New York City area to check the field's potential, and by 1941 the firm had 1800 machines on location. These were selective columnar units, built by the old Uneed-A-Pak Co. of Brooklyn. Plans to franchise operators nationally were curtailed by the war.

In the fall of 1946, with vendors once again available, Statler began to franchise operators on an exclusive territorial basis. Its current model, built by the Garwood Metal Co., Garwood, N. J., offers a 9-column selection, holding 135 packages of NIKS. Franchised operators are authorized to obtain NIKS from one of the local 150 distribution depots which Sunshine Biscuits, Inc., operates around the country. As Sunshine maintains a large truck fleet to service grocery outlets, it delivers crackers directly to the individual operator.

NIKS are made in over a dozen varieties, such as Hydrox, Clover Leaf, Fig Bars, Advocate Creams, etc., and the selection is often geared by operators to the type of beverage machines adjacent to the cookie vendor. For example, patrons will buy sweet goods to go with milk or coffee, but prefer unsweet crackers to accompany a sugary soft drink. Similarly, some locations report that plain crackers are big morning sellers, while the sweet biscuit finds its market at lunch hour and later in the day. A preponderance of male or female workers in a location will also result in varied diet tastes and different types of biscuits in the vendors.

While Sunshine is the only cookie maker which currently has an exclusive vendor tie-up of its product, several other biscuit firms sell their goods to operators, and others are busily surveying the field. For of the $475 million worth of all types of biscuits sold in the U. S. last year (including soda and cocktail crackers), automatic merchandising accounted for $3,250,000 of cookie sales, mostly in NIKS. The primary outlet for cookies has been the grocery store, where the product is bought for home consumption. Faced with rising ingredient costs, cookie bakers are seeking volume sales, and vendors sales made to "on premises" consumers represent a plus market which the biscuit makers are eager to cultivate.

Big Five of biscuit baking are NBC, Sunshine, United Biscuit, Carr-Consolidated, and Weston, which account for 70 per cent of the industry's sales. To these can be added some 50 additional firms, mainly regional in scope, and about 300 minor bakeries producing limited outputs and types of biscuits. Also active in the field are packing firms, which buy cookies from bakeries and package them for specialized markets.

Of the major firms, aside from Sunshine, NBC is in limited production of NABS (reportedly due to a shortage of packaging machinery) and on an oblong flat pack, carrying the Nabisco trademark, used in candy vendors and sold to a few firms such as Automatic Canteen. Trade circles report that NBC is not expected to be back in the vendor market in full scale strength until next year, but that it has comprehensive long-range plans for automatic merchandising.

Similarly, Carr-Consolidated states that "it is very probable we will develop such packages in the near future." Weston is not making any five-cent items at this time, while United Biscuit is an amalgamation of regional cracker companies, which operate locally under their own names.

Among the other biscuit companies, three Eastern firms have been most active in developing vendor trade. Ernest H. Fox, president of the Austin Packing Co. of Baltimore, which has produced a line of six varieties since 1939 (both in cube and oblong packs) says that 40 per cent of his firm's output is sold to the Automatic Merchandising Industry.

The Burry Biscuit Corp., with bakeries at Elizabeth, N. J., and Chicago, has been producing a half dozen different varieties in oblong packs since the first of this year, and C. J. Walpole of the sales department advises that 80 per cent of these items are sold in vending machines. Cream-O Products Corp., a Brooklyn concern which pioneered the nickel package in the early 1930's and was one of the first concerns to develop an oblong cookie pack in 1939, markets a considerable amount of its output to coin machine operators.

In the South, Lance, Inc., of Charlotte, N. C., which markets five-cent cookie packages over a 20-state area, has been mulling over the vending field. Arthur R. Whitehurst, assistant sales manager, states: "We have been interested from time to time in vending machines. Right now we are giving them our consideration with the idea of getting some of the considerable business in spots where open counter displays are not permitted. Our thought is a machine to handle the package in cube shape, such as we are producing."

In general, cookie vending is strongest in those areas where beverage machines are plentiful. In New York City, for example, there are about 3000 machines on location, mostly Statlers dispensing Sunshine NIKS. Automatic Canteen Co. of New York has been using *Canteens* and Stoner *Univendor* candy machines to dispense Nabisco and Cream-O crackers. Another popular vendor is the Candy Salesman, built and used by the Mills Automatic Merchandising Corp., and by such firms as the City Milk Co. to dispense Nabisco, Burry, and Austin cookies.

Drink-O-Mat Distribs For Seaboard States

NEW YORK — Expanding its national network of distributors, Drink-O-Mat Industries Corp. has added two more firms, the recently formed Maryland Drink-O-Mat Corp. and Drink-O-Mat of Massachusetts. Concerns are franchised to market the 1000-cup beverage vendor produced by the parent company, and both companies represent an influx of "new blood" into the automatic merchandising field.

Principals of the Maryland Drink-O-Mat Corp., which makes its headquarters at Salisbury, Md., are Lee Insley, H. L. Purnell, Jr., and N. R. Wooten, active in the steamship and transportation fields. Concern recently held a trade showing of the drink vendor at the Emerson Hotel, Baltimore, and will distribute *Drink-O-Mats* in a three-state area covering Maryland, Delaware, and Virginia.

Drink-O-Mat of Massachusetts, located in Boston, is headed by Alfred M. Gross, Jr., well-known as a chain department store operator. Firm has been franchised to handle the cup vendors in Massachusetts.

Drink-O-Mat of South Carolina, operating from Charleston, S. C., has purchased the Carolina Drink-O-Mat Corp. of Charlotte, N. C. Move gives the Charleston organization control of both the North and South Carolina territories.

Make Shoe Shiner

NEW YORK—Although less than a dozen units are actually on location, there has been a flurry of operator interest in shoe shine machines. Most recent move has been the formation of the Uneeda Shoe Shine Machine Co., with Sam Sacks as president, to manufacture a unit which will offer a 1¾-minute shine for a nickel. Machine will utilize a neutral shade wax cake capable of giving 700 brown or black shines, and is to be distributed by the Acme Sales Co.

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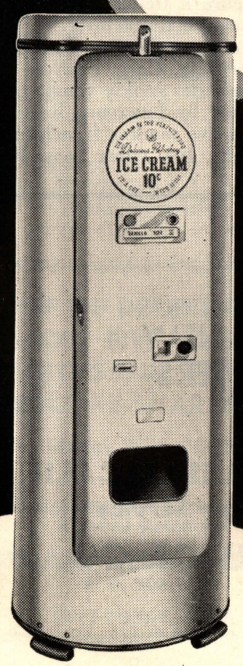
AMERICA'S FAVORITE SNACK . . .



PUT a Revco Ice Cream Vender in your present locations and increase your profit by selling America's Favorite Snack. Everybody likes ice cream and now it can be sold almost everywhere . . . offices, industrial plants, bus and railroad stations, and in many other locations. Revco gives your customers just the right sized serving and at just the right temperature for eating.

The Revco Mono-Mat, illustrated, holds up to 121 cups. The Revco Mono-Mat, which holds up to 226 cups of two flavors, is also available. Both models include penny refunders for odd prices.

Write today for the Revco Plan to increase your profits.

Revco INC.
DEERFIELD, MICHIGAN

There's Health In Vendor Merchandise

by WALTER HURD

The start on hearing the long-delayed charges of the Federal Trade Commission against some of the most popular advertising themes used to promote Lucky Strike cigarettes revives interest in what may be called negative cigarette advertising. The makers of Luckies are not particularly guilty of negative advertising, but the negative theme has long been in the background of much of the advertising of cigarettes by press and radio.

Too much of the cigarette advertising in one way or another emphasizes the possibility of throat irritation from smoking. This is what is called negative advertising — by calling attention to the possible injuries that may result from smoking.

Those who sell cigarettes, whether over the counter or by vending machine, have many times wished that cigarette makers would get away from references to throat irritation. Some manufacturers have made definite effort in that direction, but the old negative theme still hangs on in a lot of the promotions.

Cigarettes are not the only merchandise sold through vendors that often gets the brunt of adverse publicity on points of health. Candy, soft drinks, coffee, chewing gum and even ice cream have all been the object of unfavorable charges on points of healthfulness for years past.

The candy industry in recent years has set out with a positive program to emphasize the healthfulness of candy and in that way combat negative ideas, and the campaign is producing real results. Chewing gum in recent years has profited by some favorable publicity that comes from the medical profession itself, but chewing gum makers had to lay the groundwork.

Science does not seem to have unearthed enough information on nicotine to provide the basis for a very positive campaign to tell the benefits from smoking, but many sellers of cigarettes do feel that the makers could avoid saying so much, directly or indirectly about throat irritation. Research continues to learn more about the real reactions of nicotine and new ideas may become available at any time. Even with that hope, cigarette makers could quickly avoid reference to throat irritation in their advertising.

The national convention of the American Medical Assn. was held recently in Chicago and representatives of at least two major cigarette companies were reported on hand to get medical statements which would say their brand of cigarettes would cause less throat irritation than other brands. This suggests that cigarette makers are still keeping the negative theme much to the fore.

One news magazine, in commenting on the Chicago convention, said: "The doctors, not to be caught with their ethics down, did not commit themselves, but offered one testimonial—and an indication that doctors are human—by lining up five deep to get one free pack of cigarettes each."

One view of the situation is that cigarette manufacturers are trying to eliminate the whole subject of throat irritation by improving their product so there will be no such thing. Makers of Camels were showing slides at the doctors' convention as evidence that the brand has 28 per cent less nicotine than other major brands.

Every year the medical convention reveals research work by doctors that may seem unfavorable to smoking tobacco, and the 1948 convention was no exception. One report indicated that smoking may hurt certain people who have a susceptibility to smoke injury, something on the order of an allergy to tobacco smoke. This put new light on an old problem; smoking would not prove injurious just because of a bad heart, or circulatory disease, the report suggested, no matter how much nicotine was consumed—unless the smoker happened to have that allergic antipathy against nicotine.

This may prove quite a victory for cigarettes since it puts nicotine on a basis with all foods; some people are allergic even to the most wholesome of foods and hence cannot use them. In the light of the recent information, people can smoke as they like unless it develops they have a peculiar susceptibility to smoke injury.

One recent report revealed that smoking is being studied carefully in the great movement to eliminate cancer. It seems now that smoking may have an adverse effect in cases of cancer of the lip or mouth, on the basis that all tar products are injurious to cancer tissue. Evidence has not been produced yet to show that smoking is a cause of cancer, but as in the case of all tar products (nicotine leaves tar deposit) it may be considered a cause of irritation in people who are already susceptible to cancer.

Many smokers will remember some of the crusades against cigarettes in years long gone by, and the extremes of unfavorable information given out about smoking. Experience has shown that practically all people can smoke as they like and be the better for it. At least, none of the serious evils that crusaders predicted will happen.

In recent years, the medical world has turned to psychiatry and mental medicine to find it very useful in helping people to keep well. The psychiatric field is still new and subject to abuse, and sometimes practical people are convinced the psychiatrists themselves are all crazy, but it is in the relief of mental and nervous tension that cigarettes (and other forms of smoking) have shown their value in an age that puts terrific strain on the nervous system.

Smoking for most people is a real pleasure and it is this mental reaction that makes it beneficial. Some cigarette manufacturers are capitalizing on this idea and probably one of the best known slogans of this type is, "They Satisfy." Advertising of Old Golds has swung from the negative "Not a cough in a carload" to the more positive "Treat" idea.

This illustrates what is meant by getting away from negative advertising that implies throat irritation, and turning to more positive advertising which stresses the pleasure, the flavor, the mental relaxation and other benefits that can be had more economically by smoking cigarettes, etc., than in any other way. It will be argued, of course, whether the positive theme will sell more cigarettes since cigarette use has kept steadily climbing over the years, in spite of crusades and of the negative advertising.

It would be too abrupt to say there's

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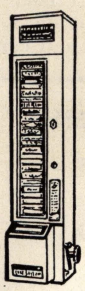
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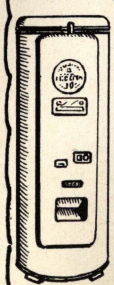
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VIKING SPECIALTY COMPANY
530 Golden Gate Ave.
San Francisco

health in smoking, but it can be said there's pleasure and relaxation.

Candy, another popular item sold through merchandising machines, has had its unfavorable public opinion, and while it has never been buffeted by crusades as adverse as those against cigarettes, candy has been so widely questioned from a health standpoint that the candy trade became worried about the future. Some will remember a funny sidelight on this situation when Lucky Strike ads had the slogan, "Reach for a Lucky instead of a Sweet."

The candy trade, through its National Confectioners Assn. and the Council on Candy, has tackled the job of fighting unfavorable opinion on candy with all that organized effort can do. The heart of the candy campaign is to emphasize the many good things that go into making a candy bar. When people know the many ingredients in a candy bar they forget all about the arguments used against candy and think of it as containing many wholesome food elements.

It is in keeping with this idea that AUTOMATIC VENDING has stressed ingredients by publishing each month a column on *Ingredients* that reviews current reports on many of the major ingredients that go into making vendor merchandise.

The candy trade's advertising of the ingredients it uses is having a telling effect on breaking down old oppositions and also creating wider sales. One interesting sidelight is that NCA advertises in the leading medical and dental magazines, so that doctors will get the story. At first, it would seem foolish to spend money to tell doctors about candy and yet it is accomplishing results—for many doctors are giving thought to how good candy really is as a food.

One object of the campaign is to convince all the people who sell candy that it really is a good food item, and operators of candy vendors need to grasp this idea also. For if people are to really sell candy, they must be sold themselves on the value of the product.

Oddly enough, the makers of candy had to be sold themselves on the idea of telling the consumer what is in candy by force of law. A few years ago, in one of those periodic drives to tighten up the federal food and drug laws, one of the proposals was to require labels that tell what is in an item. Candy manufacturers were among those who strongly opposed the law to the last ditch. Now, candy bars have wrappers that list the ingredients and such lists have become the most effective advertising for candy.

For the encouragement of operators who have candy vendors, it has been reported in these columns previously that science is coming to the aid of the candy trade to make its product even better. The nickel or dime candy bar is likely to become the most important single food item for the average person and required daily eating, if present experiments prove practical.

These experiments have to do with adding other still more important ingredients to candy than those now well known. The new ingredients would be vitamins, minerals and proteins. Some candy bars are already on the market that feature vitamins, but the greatest victory of all would be the addition of proteins in potent quantity.

One of the greatest advances made by medicine in recent years has been the use of protein concentrates to treat serious chronic ailments, but anyone who has had to take the distasteful stuff on prescription will appreciate the value of a candy bar that had proteins in effective quantity.

Scientists, government agencies and candy manufacturers are hard at work on these ideas, so that the candy bar soon may become more important than ever.

Now that coffee vendors are also being placed by operators, there will be new interest in caffeine, the element that gives coffee its life. Here again, caffeine has been given a black eye from time to time and most doctors still say not to let children under 16 drink coffee, or cola drinks which also depend on caffeine for their kick.

As mentioned in our column on *Ingredients* recently, soft drink makers are turning to a new synthetic caffeine but it will still be caffeine. Operators are well aware, of course, that soft drink makers have long played silent on the caffeine in cola drinks because so many children use it. But as competition for coffee increases, the coffee industry may be forced to tell the story of how useful caffeine really is—and how little harm it does unless used in excess.

The morning cup of coffee is America's greatest and most healthful laxative—even if your doctor hasn't told you. And it is the relaxing effect of caffeine that fights constipation. Most people think of coffee for its stimulating effect, and for its keeping people awake at night, and it is very useful as a mild stimulant. The caffeine in soft drinks, with carbonated water, is a happy combination since carbonated water stimulates digestion and the caffeine has a double effect on the nervous system. Hospitals now use carbonated drinks as a regular routine.

Much more could be said about the health angles of candy, of coffee, of soft drinks, and also of chewing gum, fruit juices and other merchandise sold through machines.

These comments have been made to give the operator more confidence in the future of his business, and to encourage him in his merchandise efforts. Like other people in business, the operator is in business to make money. But at the same time it inspires confidence to know that most of the merchandise dispensed by vending machines is a boon to good health.

Kunkel "Model K" Being Constantly Improved

LOS ANGELES—Without fanfare, Kunkel Metal Products Co. has constantly injected new improvements into the famous *Model K* automatic popcorn machine which it has manufactured for more than ten years. Suggestions by Kunkel distributors and operators are turned over to company engineers and acted upon, and without publicity or ballyhoo changes are made to reduce service costs, make the machine more fool-proof, and vend popcorn with even greater efficiency.

The Kunkel *Model K* is the dean of modern popcorn machines. During the last war, when replacement parts were difficult to procure, the *Model K* performed flawlessly on all types of locations throughout the United States. Hundreds were in Washington, D. C., serving civilian and military personnel.

Norsoamerica, national distributors, report that a few territorial franchises are still available.

NEW GROETCHEN
PENNY WINNER
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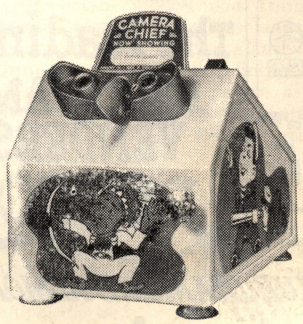

Customer inserts penny and sees 9 three-dimensional pictures of famous comic strip characters, such as Flash Gordon, Captain Marvel, etc. Camera Chief is small counter size, 8 in. wide, 12 in. deep, 9 in. high, and will take the pennies quickly.

$19.95 each Including 3 sets of 9 pictures each.

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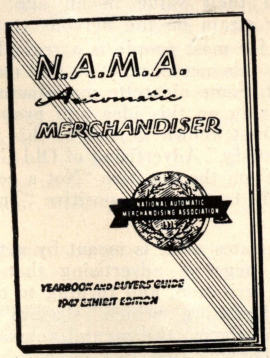

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RAINBOW-COLORED BALL GUM INCREASES BULK VENDING GROSS

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¾" RAINBOW GIANTS *100 to 105 Count Per Lb.* ..... **28c Lb.**
In 100 Lb. Lots

⅝" RAINBOW COLORED BALL GUM *130 to 135 Count Per Lb.* ..... **27c Lb.**
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Freight Prepaid as far east as Montana, Colorado, New Mexico and Texas

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Bert Farmer, 1435—23rd Ave S., Seattle, Wash.
Bert Farmer, So. 159 Browne, Spokane, Wash.
Vend-O-Matic, 3153 S. E. Belmont St., Portland, Ore.
A & B Candy Co., 1537 N. E. Union Ave., Portland, Ore.
Local Vending Machine Co., 565 San Pablo Avenue, Albany, California
Abbey Mfg. Co., 1917 S. Bronson Ave., Los Angeles, Calif.
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STAR Brand is manufactured by U. S. CHEWING GUM MFG. CO.
Oakland, Calif. **L. H. Strickler**

Alkuno Paces Fast Growing Simpson Lines

SAN FRANCISCO—No glowing promises of huge profits . . . no profit charts . . . no wild claims—but satisfaction on every purchase or money refunded.

That is the cornerstone of the fast-growing A. H. Simpson Sales Co., which is enjoying a rapidly expanding business since its inception the first of the year. William J. Newman, head of the company, has been in the vending business for 25 years and intimately understands the operator's problems.

Currently there is such a terrific demand for the Alkuno line of five-cent vendors that the firm can't fill all their orders and are running about 50 behind. Newman states that the factory has promised to increase production.

A. H. Simpson Sales Co. has the new improved Hamilton scale in pastel shades on hand. The Hamilton has been approved by the Department of Weights and Measures.

Two other machines getting a good play are Shipman's *Select-A-Bar*, featuring compactness and low price, and the Columbus line of one-cent vendors. Operators are awaiting the arrival of the new Columbus *Bi-Mor* with enthusiasm, Newman reports.

In bulk merchandise, Newman has some new hard pan confections to bolster operator gross, including coffeettes, old-fashioned lemon drops, butterscotch buttons, licorice pellets, baby jelly beans and fruit dibs. "Regardless of the climate, these hard pan items will stay in excellent condition," Newman said. "Operators have reported that these new items have in some cases more than doubled receipts."

Another fast-moving item is Leaf *Rain-Blo* ball gum. "Leaf tops 'em all," Newman said, adding that he has a supply of free stickers available for ball gum operators.

Producing 1,000 Cig Machines Per Month

NEW YORK — At a luncheon for the trade press here Mario Caruso, president of C-8 Laboratories announced that they are now producing 1,000 cigarette vendors per month with a maximum production of 200 per day to be attained in the near future.

C-8 has launched an employee relations program whereby employees may use shop facilities after hours in the development of new ideas which may result in new and efficient means of production.

Standard Holds Price On Cast-Iron Stand

OAKLAND—Despite rising costs of steel and pipe, Standard Specialty Co. is not increasing the price of its famous cast-iron stand—rather it is absorbing the increases and holding the price line.

"Our policy has always been to keep prices down to the lowest possible level and thus give operators every benefit," says Bert Fraga, head of the firm. "With the government cutting into the metal supply with heavy purchases, the cost has not only gone up but critical shortages have arisen."

Fraga stated that at present there is an ample supply of Standard stands, which have proved highly popular for vending men. The stand is 31 inches high, has no concrete, and supports three machines easily.

CONSISTENT PROFITS!
DEPENDABLE SHIPMAN VENDERS

Our latest deluxe Triplex Model Automatic Postage Stamp Venders represent the last word in accurate, smooth-operating, easy-to-service, maximum capacity machines of quality construction by Shipman, pioneer postage machine manufacturer. Ask any experienced operator of postage machines and he will tell you Shipman builds the best! Get started in your district now and build a steady, depression-proof business that is a proven money-maker. Triplex:

$39.50 FIVE OR MORE

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We supply cardboard folders for packaging the stamps, $15 for 25,000. Once your route is established you can sell ads on folders and make extra profits. Write for free circular.

SHIPMAN MFG. CO.
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CASH Rolls in— DAY AND NIGHT

Every boy and girl is a born "Bargain Hunter." That's why they go for the Vending Machine that gives them twice as much gum for their money. That machine is the new "2 for 1" 1c SILVER-KING. Even a small route keeps the cash rolling in. And anyone can operate one of these profitable Routes—either full time or spare time. The best way to get started is to find out now about the Vending Machine that gives kids two gum balls for 1c.

FREE! If you want a profitable, constantly growing Cash Business of your own, write quick for full information on SILVER-KING vendors. Don't delay. Drop a penny Post Card in the mail today to SILVER-KING, 622 Diversey Parkway, Dept. MR-1, Chicago 14, Ill.

'Frisco—Oakland

Bulk operators who have erected wailing walls in this area can well take a page out of the operating book of Mr. and Mrs. Gerald Mull. The Mulls, who had been operating 250 machines, took over a 200 vendor route, extending from South San Francisco to Palo Alto. The former operator gave up the ghost because "no merchandise was selling." Without moving a single machine, the Mulls increased gross by 25 per cent. The alert husband-and-wife team found that in some of their best spots, money jammed in the mechanism and therefore discouraged play, and that by changing merchandise and taking care of a lot of small details, play immediately increased.

Activity is brisk at Messrs. Parina & Co., with DuGrenier's *Candy Man* enjoying fine sales. A. F. Parina, head of the firm, points out that the *Candy Man* has already been proved on location and operators are therefore assured of a dependable, tested machine.

Before the big-wigs start another war, it might not be a bad idea to completely heal those injured in the last one. Carl Noto, who has had several operations on his elbows, underwent surgery on his ankle at Selma, Calif., last month.

After travelling 3200 miles in 12 days, Cal Le Neave is fast gaining a reputation as a mile-eater. Cal, who owns Cal's Mobile Service, and repairs and services Mills bells, recently bought a big truck to handle his parts and supplies.

Harry Snyder, who represented leading salesboard manufacturers on the Coast for more than 20 years, is now active in several mercantile enterprises in the Bay Area. Harry, who has become quite a golfer, says he misses all his friends whom he contacted regularly.

Jack Dolan has replaced Walter Huber as manager of Jack R. Moore's San Francisco branch.

Parts for Rock-Ola's *Loboy* scale, which have been very scarce, are now available at A. H. Simpson Sales Co.

Los Angeles

Looking well relaxed and in the pink, C. A. Robinson returned to the Row after an 11-day fishing vacation in Colorado with his wife and two other couples. The day after his return the prime subject around this top distributor's place of business was 19-inch rainbow trouts—not the ones that got away, but the ones that got into the frying pan.

No sooner did Marie Solle, the picker of hot wax at Leuenhagen's record headquarters, tab *Am I All of Your Future or Part of Your Past* as a coming hit than the majors readied plans to roll on it and orders at Leuenhagen's began to mount. Before taking off on a vacation to an unnamed place at an unnamed date, Marie gave out with another comer: *When the Apple Blossoms Fall* backed by *Is it True?* on the *Highway* label. "It won't take long before this disc starts sweeping the country," says Marie, whose average as a hit-picker is remarkably high.

Lee Bergstrom, president of Vita Milling Co., reports that his firm is constantly working to improve the quality of its biscuits so phonograph operators can have the longest wearing records possible. Bergstrom was the founder of Vita Record Distributing Co., now operated by Larry Mead.

Once-Overs at Operators Vending Supply—Those two new bulk items recently introduced by the company, pee-wee size hard-shelled Boston Baked beans and the new *Six-Star* candy mix, are going over big with the trade. . . . Firm will have available the following materials requested by the Board of Health to aid sanitation: separate containers for dirty and clean rags, special cleaning tools for machines, metal containers for bulk food, and chemical soaps. . . . Rumor is rife that Partner Sam Weitzman, who has just broken 95 on the links, will soon challenge Ben Hogan.

Bill Ryan, vice-president of J. H. Keeney & Co., was seen hitting the high spots of Southern Cal. with Bill Happel—his first trip to this area in 19 years. "There's as much change in the development of this area as there is between night and day," said Ryan.

New operator in this territory is Peter Keilch, who heads Everfresh, Inc. Peter has formed a rout of *Kwik-Kafe* hot coffee vendors and is concentrating upon industrial and military installations.

30 Yrs. Experience

IN COIN-OPERATED MACHINES

BACK OF EVERY

KUNKEL

(Automatic—Electrically Operated)

HOT POPCORN VENDOR

(Machine Listed Underwriters' Lab.)

Compare These Features:

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99½% Slug-proof
- Low Electric Consumption
- Can Be Filled Without Operator Calling
- Easy to Service and Clean
- 16"x16" Wide, 62" High
- 67 Lbs. Approx. Net Weight

PRACTICAL DEPENDABLE

Price $189.50

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Operators!

VEND PEANUTS IN THE SHELL

You can easily and quickly adapt your Kunkel *Model K* Popcorn Vendor for vending Hot Peanuts in the Shell with Kunkel Conversion Parts Kit. Machine easily converted back to vend popcorn.

Kit price: $9.95 f.o.b. Los Angeles

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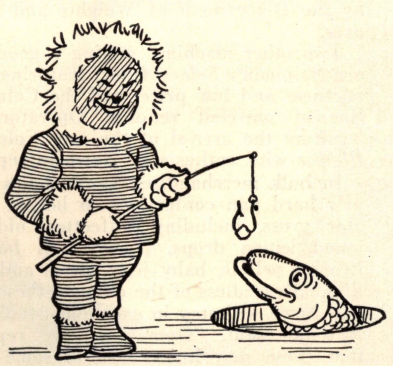
Inquire Today!

We thank the readers of Coin Machine Review for the overwhelming response to our Alkuno announcement. Why don't you write us for particulars regarding America's Most Beautiful 5c Gum and Life-Saver Vendor?



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Candy Mix	25c per lb.	Coffee Buttons	22c per lb.
After Dinner Mints	22c " "	Baby Jelly Beans	22c " "
Licorice Pellets	23c " "	Fruit Dibs	22c " "
Old Fashion Lemon Drops	22c " "	Rainbow Nuts	22c " "
Butterscotch Buttons	22c " "	B.B.B.'s	22c " "

Packed 40 lbs. to the case. Free Decals. Please give sales tax permit number; otherwise add 2½% sales tax in the State of California.

⅓ Down, Balance C.O.D. Send full amount and save C.O.D. charges

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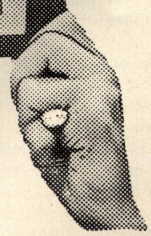

New Fast-Selling Bulk Items To Boost Profit

PEE-WEE BOSTON BAKED BEANS

Hard-shelled, burnt, rainbow-colored Boston Baked Beans . . . Bright, eye-appealing colors . . . 1400 count per lb.

SIX-STAR CANDY MIX

Contains Fruit Dibs, Tiny Jelly Beans, Cinnamon Imperials, Candy Coats, Candy Corn, Licorice Lozenges, Mint Drops, Butterscotch Drops . . . 800 count per lb.

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Order Today!

SUMMER SPECIALTIES

At Factory Prices

Burnt Peanuts (1800 Count)
Rainbow Mix (720 Count)
Boston Baked Beans (800 Count)
Licorice Lozenges (600 Count)
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Red Hot Candy (2432 Count)
Blanched Virginias
Cashew Butts
Fruit Dib Candy (1050 Count)
Salted Teeny Almonds

Corn Nuts—5-lb. Bag
Candy Corn (368 Count)
Teeny Jelly Beans (704 Count)
Bubble Ball Gum, 5/8" (125 Count)
Jaw Breakers, 5/8" (125 Count)

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***Northwestern* BULK VENDORS**

OPERATORS VENDING MACHINE SUPPLY CO.

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Quality still pays rich dividends. Research Craft Co., phonograph record pressers, started business two years ago with a two press plant, featuring high quality work and specializing in records for automatic phonographs. The number of presses increased to three and then five. Early in August they are moving to their new plant on Santa Monica Blvd. where they will have more room for increased expansion.

Quickies—Russ Darbo, blind operator of Alhambra and Monrovia, is doing well with his five popcorn machines and plans to expand in the vending line. . . . National Rejectors Service Co. of California are moving into new enlarged quarters at 2309 W. Pico Blvd. after August 15. . . . Joe Noto of Nobro Novelty Co., San Francisco, fast-tripped into Los Angeles for brother-in-law Sol Pastore's wedding on July 21. Sol is an employee at Automatic Games Co. . . . Vending Row was grieved to learn of the death of R. W. Bell, partner of Automatic Enterprises. . . . Badger Sales have been appointed Southern California distributor for Jack Nelson's *Pop-N-Hot* popcorn machine. . . . Fred C. Wallin, chief research engineer for National Rejectors, Inc., and wife vacationed in California for two weeks. . . . In order to handle the ever-increasing volume of phonograph record orders, W. H. Leuenhagen has added Annabelle Harris to the staff. Annabelle worked for Melody Record Bar for five years.

Paul A. Laymon is jubilantly showing two new Bally products that have him in the clouds in outspoken enthusiasm. First is the new *Carnival* which incorporates so many old and new features and the blonde beauty of bowling games aptly named *DeLuxe Bowler*. "Here are two products operators can use for the long haul," declared Paul. "Both are top games and have enough appeal and varied interest to hold steady patronage for months and months in the same location."

Bill Leuenhagen is telling of the hard pressed repair man who needed a thousand dollars to save his home. His priest advised him to pray to his patron saint which he promptly did. The music operators, hearing of his predicament, got together and assembled a purse of five hundred dollars and presented it to him. Next time he saw his priest the padre inquired as to the result of his prayers. "Yes, I prayed to my patron saint," said the bewildered repair man, "but he sent the money through the music operators and they kept fifty per cent."

Packard Pick-ups. Elmer Benjamin has been transferred to Texas and Louisiana for a three months period as service engineer. W. E. Simmons reports the sale of approximately 5000 Pla-Mor selectors in the west between May 15 and June 15 to set an all-time high. Ed Wisler, district manager in Arizona, New Mexico and part of Texas, returned to Los Angeles for a visit with his family.

Portland

With the Willamette and Columbia Rivers receding business is getting back to normalcy. The first panic is over, the Union Station has been drained, trains are running on schedule, and when Columbia-Portland Airport resumes its flights after the water has drained out, traffic will be as it was before. The damage done will take millions to repair, people are still shifting as best they can, their homes are ruined but still those who escaped death are so grateful to be alive you hear very little complaining.

What operator goes around bragging about his wife's fishing? Floyd Brandow . . . for his wifie caught a 6 lb. German Brown Trout 26 inches long, at East Lake, Oregon. (Showed us pictures to prove it, too). Nice fishin', Mrs. Brandow!

BLESSED EVENT. The proud parents are Mr. and Mrs. A. G. Morrison, a baby daughter, Linda Frances, born June 23. Baby weighed 6 lbs. 2½ oz. Al Morrison operates at Pendleton, Oregon. (Marion, the new Mommy, was my gal Friday!)

Glen Dotson and his pilot, George Fry, were in playing the Rock-Ola Shuffleboard. Glen looks lost . . . his wifie is back East visiting her folks in Mason, Illinois, then on to Wichita, Kansas, vacationing. Mrs. Dotson formerly lived in Kansas. When a

BUILT for OPERATORS

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WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, *Northwestern* bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment —insist upon *Northwestern*. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
83 EAST ARMSTRONG ST.-MORRIS, ILLINOIS

NATIONALLY ACCLAIMED!

Both POPULAR MECHANICS and POPULAR SCIENCE Magazines were so impressed with the *DOUGLASS AUTOMATIC SHOE SHINERS* that they recently printed pictures of the machines and short feature stories, which were read by more than 4,000,000 people!

NOW DELIVERING

THE DOUGLASS IMPROVED MODEL B*

WITH THESE OUTSTANDING IMPROVEMENTS:

• A new patented self-adjusting Douglass toe applicator which applies additional wax to the entire front surface of the shoes. • A new timer with positive control for fool-proof operation. • Improved wool polishers. • Improved heavy construction in polisher mechanism. • More eye appeal.

**Pictures of the* MODEL B *will appear in the September issue of The Review. Watch for them.*

PATENTS OWNED AND CONTROLLED BY

Douglass Automatic Shoeshining Co.

A CALIFORNIA CORPORATION

PARENT DISTRIBUTING CO.

NATIONAL DISTRIBUTOR

600 16th St., Oakland, Calif.

Phone: Templebar 2-2643

tornado tore two or three trees from the ground right alongside her sister's house, Mrs. Dotson became so excited she phoned Eugene, Oregon, to tell Glen all about it! Glen is most proud of his little wife . . . she recently learned to fly an airplane . . . so his love of flying is thoroughly understood by the Missus.

We hear that Max Moore of Arrow Amusement Co. recently purchased two more restaurants. He has a tall good-lookin' fella, named Buck Woodcock aworkin' for him!

Asa Goddard dropped in to say hello, as did L. E. Brown (haven't seen him for yars and yars, seems like.)

A. W. Lasko and family vacationing in California. Many Oregonians motoring to the Beaches to escape the humidity and heat lying in the valleys.

Hats off to Mrs. Ruth Thompson . . . wife of Bud Thompson . . . who carries on! Who sez a woman can't do a man's work?

Harry Barnett a recent visitor to Portland. Barnett operates Baker Amusement Co. of Baker, Oregon.

Ollie Vincent and wife were in town shopping. They make their residence in Newberg, Oregon.

J. Frank Ray of Walla Walla, Washington, although not operating now, dropped in to say hello.

Percy Bucknum was a recent visitor to Portland. Friends in to say hello include Tom Bushby and Harry Rehder, the latter works for Curly Burroughs.

Recent visitors to Portland were Art Weinand of Rock-Ola Manufacturing Co., Chicago; George Murdock, district sales manager for the same company, and George Schnabel of Puget Sound Novelty Co. of Seattle.

BLESSED EVENT. July 9, 1948 . . . a baby daughter to Mr. and Mrs. Jim Stark of Portland. Jim works for Sam Steinbach of Imperial Amusement.

Budge Wright is looking forward to a fishing trip on the Umpqua river this fall in company with Mel Binks, well known coin machine engineer; Bob Bazooka Burns, and Joe Godfrey, Jr., Steelhead fishing with flies and Marvin K. Hedge, the international fly casting champion who is enroute to England and France to compete with European champions, will also be in the group. Hedge's wife, Lottie, is also with Western Distributors.

Those two Johns, Mackwood and Dorr, who in turn work for John W. Welch, music operator, make a good pair. They are both lively and congenial and right in there pitchin'.

L. Helen Cusson

New Beverage Vendor In Chicago Showing

CHICAGO—Crown Implement Corp., a well-known manufacturing concern, recently held the introductory showing of its *Big Four* beverage vendor here "to determine reactions of operators." Emphasis is placed on selectivity of vendor which will dispense four flavors, handling a wide variety of bottle sizes, milk cartons, beer, etc. Model on display had several different types of containers to show adaptability of machine.

Firm expects to begin deliveries in October and aims at an output rate of 1,000 machines per month within five or six months, "if conditions permit." E. J. Novak, president, was present to greet visitors; machine will be sold through Dine-O-Mat division of the firm.

Big Four vendor is fully automatic, customer choosing flavor on deposit of coin, and even delivery chute is being made noiseless; coin returns if flavor department is empty. Capacity is four cases in vending department, and four cases in pre-cooling compartment. Firm stresses ease of servicing the vendor and also loading it with goods.

"Cash-Trio's" Turn-Table Catches Eye and Coins

LOS ANGELES—The revolving turntable of Abbey Mfg. Co.'s *Cash-Trio* bulk merchandiser is proving a great eye-catcher and sales stimulant, in that each of the three mounted chrome and aluminum machines can be moved by the customer for selection of any three varieties of merchandise. This appeal toward impulse buying is one of the salient points of the machine and one of the factors of its popularity.

Cash-Trio handles three pounds of merchandise in each machine, which can be set for either five-cent or one-cent play.

Improved Features of Douglass Model "B"

OAKLAND — Douglass Automatic Shoe Shining Co.'s new *Model B* automatic shoe shiner, which is now being delivered to the trade, has a number of important improvements which were designed to give customers the best shine of any machine, the firm reports.

Major features include a new patented self-adjusting Douglass toe applicator which applies additional wax to the entire front surface of the shoes; improved wool polishers; a new timer with positive control for fool-proof operation; improved heavier construction in polisher mechanism; and more eye-appeal.

Company officials feel confident that the new *Model B* affords a shine most comparable to a bootblack.

SPECIAL OFFER!

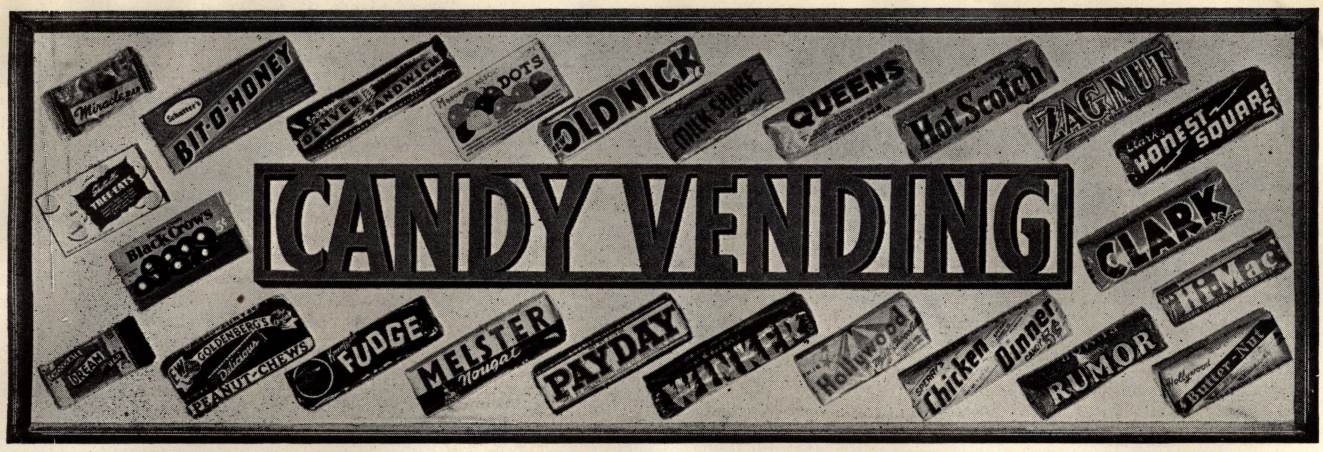
—NEW— CHARMS —DIFFERENT—

REGULAR $4.75 QUALITY FOR $3.75 PER THOUSAND
SENT POSTPAID WHEN CASH IS RECEIVED WITH ORDER

Send 25c for Samples and receive free, our pamphlet—
"The New Look for Bulk Vending Machines"

SAN DIEGO Nut Supply
"San Diego's Nut House"

854 Union Street **San Diego 1, California**



INGREDIENTS . . .

Candy manufacturers met in annual convention last June and no greater testimony could be given to the importance of ingredients than the number of reports heard from research workers and scientists working for the government and the industry to make better candy.

Centers of research work are in universities in Louisiana and Pennsylvania, and accomplishments made since the end of the war now promise that within another year or so, operators of candy vendors will realize what all this work may mean in boosting the sales of candy.

Scientists work in all fields to improve merchandise sold in vendors, but work to make better candy seems to be much more prominent now than in other fields. It is not possible to begin to report on all the new information about ingredients, as it was told at the candy convention, but from time to time special reference will be made to it.

Operators will be interested in the fact that work is being done not only to make better candy, but also to improve its shelf life, etc. Operators may not suspect it but much of the work in improving the keeping qualities of candy has to do with the dairy products used in candy. Operators, of course, know the long battle that has been carried on to make chocolate coatings last longer.

Prices of ingredients are still a major problem. The candy convention also brought this to light, because manufacturers have been trying to reduce prices on candy bars. But all reports at the convention, by ex-

(See INGREDIENTS, page 50)

Billion Dollar Candy Production Revealed at NCA Meet

NEW YORK—The annual convention of candy manufacturers, under the auspices of the National Confectioners Assn. here, June 20-25, revealed the manufacturers as pushing ahead in production and sales plans. The exhibits during the convention consisted of machinery and materials and reports indicated the factories now have a lot of new equipment at work. Trade leaders suggested that still better production equipment is on the way and total industry output will be raised still more.

Manufacturers heard a preliminary report on candy sales for 1947, as prepared by the U. S. Dept. of Commerce in cooperation with NCA. This work of NCA puts it among the most progressive trade organizations in the country in gathering market data for its members. Total candy sales last year reached an estimated $930,000,000 at the wholesale level and during the year production and sale of chocolate-coated candy bars had reached a new peak.

The full report on 1947 candy sales will be published in booklet form and is usually ready for distribution by the Dept. of Commerce about October each year. It forms an important market guide for all who sell or make candy.

Briefly, the official report on candy trade last year called attention to the difficulties faced: sugar rationing was in effect up to July and chocolate was rapidly increasing in price. Candy had to be sold also at a time when consumer prices were steadily increasing.

Under the conditions, output of solid chocolate bars during 1947 remained at about the 1946 level, which was considerably below the preceding two years.

Chocolate-covered bar output set a new high in 1947 and the average wholesale price on such bars for the year was 33 cents per pound, a 30 per cent gain over the average price in 1946. Average wholesale price of solid chocolate bars last year was about 47 cents per pound, a gain of about 40 per cent above 1946.

Candy bars that have no chocolate also showed gains in poundage output in 1947, over the preceding year, and the average wholesale price of such bars was about four cents per pound under the chocolate-coated bars.

While manufacturers were studying the data of candy production and sales last year, the official report on sales for May 1948 was also being made available. Dollar volume of candy sales of all types dropped 11 per cent, as compared with May a year ago. This was the second month this year in which total dollar sales have fallen below the same month last year.

Total dollar volume for May of this year was also about 18 per cent below the preceding month of April. Thus, the official reports have begun to suggest a downward trend in total candy sales after the first quarter of this year. Previous to April, every consecutive month had shown increase in total candy sales since July 1946.

Chocolate-coated bar output and sales

2 of America's most powerfully advertised bars

RADIO—
David Harding
"COUNTERSPY"
ABC NETWORK
Every Sunday
5:30 P.M. EST.

Billions of
BOOK MATCHES
Distributed Nationally

Smashing
4-Color Ads in
LOOK Magazine

RADIO SPOT
ANNOUNCEMENTS
in Principal Markets

Full-color ads
in popular
COMIC BOOKS

Millions of
BOOK MARKS
Distributed to
School Children

continues to show gains, however, and more recently the non-chocolate bars are showing the spur of summer sales. Chocolate manufacturers reported a sales decline in May from the preceding month of April and this may be a seasonal trend in the solid chocolate bar field.

Retail trade reports at the time suggested that coated bars were leading in sales in most of the large cities over the country. Reports from candy jobbers suggested price-cutting was increasing, chiefly because jobbers have too much candy in stock.

Manufacturers reported that prices to wholesalers are showing a downward trend, but that prices on some of the most important ingredients continue to rise. At the time of the convention, cocoa beans, dairy products and even sugar were showing upward trends on the spot markets. Some said cocoa beans might even double in price in the future. Experts reported on many phases of keeping production costs down and the probable trends in cost of materials. Congress had extended the parity price support bill which would keep the price of peanuts, corn products, etc., at high levels.

On the sunny side of the ingredients picture, candy makers heard Dr. H. H. Hall, who directs the important candy research project carried on jointly by NCA and the government in New Orleans, tell of the progress being made in making better candy. He said the project is showing that candy can be made still better by adding proteins, minerals, vitamins and other ingredients. Candy manufacturers and the government are carrying on important experiments in this field.

Operators have been kept informed in AUTOMATIC VENDING about what some of these experiments may mean in promoting the future sales of candy. The work has gone far enough now to safely predict that candy bars will become one of the most important food products known to the American people.

NCA has also just recently issued its third report of 10 pages on some details of the experimental work being carried on to make better candy bars. The latest report was about use of various dairy products, particularly powdered forms of milk, buttermilk, etc. The report also gave some idea of progress being made in adding proteins and minerals to candy, but being so technical in its data there is little that need be mentioned here.

The object in all this work is to make a candy bar that will be a well balanced diet and thus get away from the criticism that eating candy is injurious because of too much sugar.

Business experts were given a prominent place on the convention program to express their views on general trends and how they affect candy sales. One speaker who represented an organization of 7,000 retail outlets said curbing the current inflation is the biggest problem facing the candy trade today.

As a mid-year view on the candy outlook, manufacturers expressed fear on uncertain prices on ingredients and materials during the rest of the year. They expect a real seasonal sales decline during the present summer but don't expect it to be greater than normal; they are buying supplies for only a short time ahead, hoping that price declines will set in. New production machinery is still an important part of the candy picture and more machinery will be added for the next two years. Candy bars will grow still more important in the total candy market.

Candy Vendors at NATD Convention

CHICAGO—Wholesalers of tobacco products, in their annual convention here under the auspices of the National Assn. of Tobacco Distributors, consider that "candy, chewing gum and confectionery products have in recent years assumed a pre-eminent position in the operation of the wholesale tobacco distributor."

This was the official view, as expressed by Joseph Kolodny, managing director of NATD, who addressed the convention on the subject, "Why the Pessimism in Cigar and Candy Industries." Details on the phases of the convention relating to cigars and tobacco, and general features of the convention are reported in the Cigarette Vending section elsewhere in this issue.

Kolodny said that by pessimism in the candy industry, he meant that due to high costs of labor and ingredients, and other problems, the candy industry had been kept in a state of "jitters" in recent years.

He said wholesalers had many complaints to make about allotments and the distribution of candy by manufacturers. Established distributors feel that they have not had the full cooperation from the manufacturing industry, he said.

Kolodny also stated that the confectionery department of the tobacco wholesaler is more profitable than that of any other product he carries. From the many candy displays at the convention, it was evident that tobacco distributors sell large quantities of both packaged and bar candies.

Firms listed as exhibitors of confectionery, exclusive of chewing gum, totaled 37, and of this number about 22 had bars or nickel cartons. Candy manufacturers said operators of candy vendors seemed few in number, among visitors at their exhibits. However, they regarded this as a normal thing since the convention was definitely for the tobacco trade.

Among the candy exhibitors, Schutter Candy Co. had its display of *Old Nick* and *Bit-O-Honey* candy bars as a part of the Universal Match Corp. booth. A moving target setup, with Universal products as the targets in motion, kept a big crowd around the booth to enjoy shooting the air rifles.

Chase Candy Co. featured its display of the Chase candy merchandising cases, packaged candies, and also the line of bars now offered to vending operators. Two new bars are in the line. Officials said the candy display cases are gaining momentum as operators begin to realize the possibilities in such a new field.

Candy bar makers said they still have problems that hinder price reductions they would like to make; they fear a new trend toward higher prices for ingredients. Production is being given a new speed-up now that Easter package trade is over. Several firms mention new machinery, or new buildings, as a part of expansion plans, and all expressed the view that candy venders are increasing purchases.

Four chewing gum companies also had exhibits at the convention, and bubble gum seemed to get the biggest display in practically all of the booths.

Vending machine manufacturers who displayed candy vendors included Coan Manufacturing Co., Madison, Wis., showing three models of the *U-Select-It* bar vendors which also sell other items, such as gum, cookies, etc. The firm also displayed its new cigarette vendor. The candy vendors are considered versatile in dispensing merchandise.

National Vendors, Inc., of St. Louis, displayed its new electrically controlled merchandising machine which will dispense candy or other small merchandise items. It is a console type and the firm considers that it will be adopted by some of the big chain drug stores.

Rowe Manufacturing Co., Inc., Whippany, N. J., displayed a candy vendor in its group of standard cigarette vendors, the candy machine having many of the features of the well-known cigarette machines.

Stoner Manufacturing Corp., Aurora, Ill., had two models of the famous *Univendors* on display to complete the line-up of candy vending machines displayed.

* * *

It was a wet banquet, with the exception of one guest, a minister of the gospel. His glass of milk was furnished, but en route to him some wag poured in a stiff shot of gin. The exceptional guest sipped the milk, smacked his lips, then gulped down the whole glassful. Wiping his lips gratefully, he murmured in admiration and awe, "Some cow!"

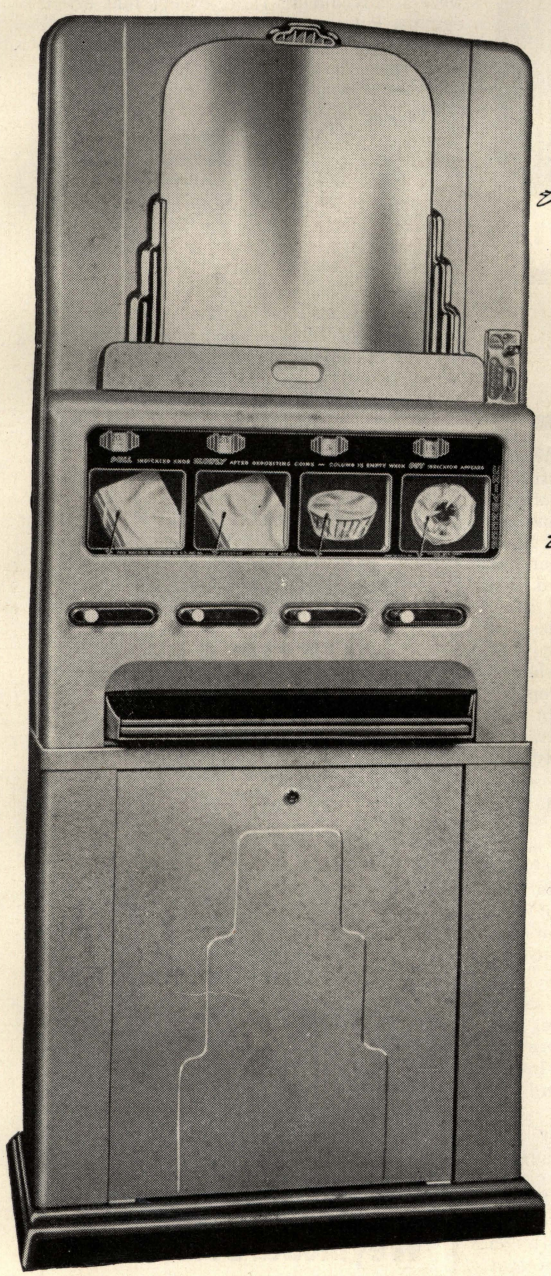
INCREASE YOUR SUMMER SALES
WITH
SWEET SHELL VENDING CANDIES

LICORICE GEMS
775-800 Pieces to the Pound
25c per Lb. — F.O.B. Chicago, Ill.
It's New and Sales Will Amaze You!

FERRARA CANDY CO., Inc.
2200-10 WEST TAYLOR STREET CHICAGO 12, ILLINOIS
40 Years of Fine Quality Confections

The New UNIVENDOR "80"

Sandwich and General Merchandise Vendor



The beautiful new UNIVENDOR "80" introduces a profitable *new high* in the field of general automatic merchandising.

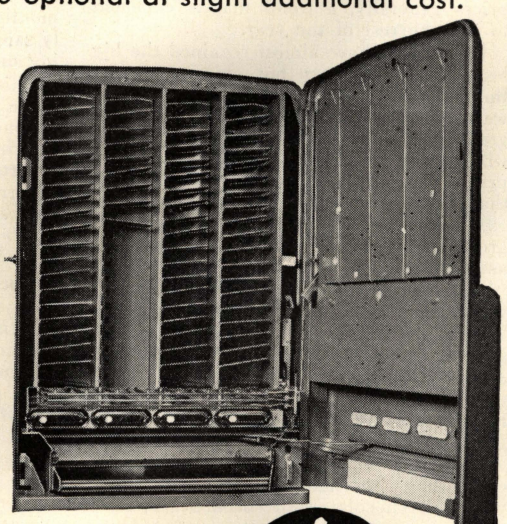
It's the ideal machine to meet all your requirements in this large and expanding field. Economical, compact with 80 shelf capacity—and backed by UNIVENDOR'S outstanding record of *proved performance.*

Vends fresh sandwiches, cup cakes, doughnuts, pouch tobacco and many other general merchandise items, in any three combinations of 5c to 20c. Quarter mechanism in any three combinations of 25c to $1.00 optional at slight additional cost.

Inside view shows 4 column, 80 shelf capacity. Incorporates all popular UNIVENDOR features.

- **4 selections**
- **80 shelf capacity**
- **Shelf dimensions: 5¼" wide by 5⅞" long by 1 5/16" between shelves.**

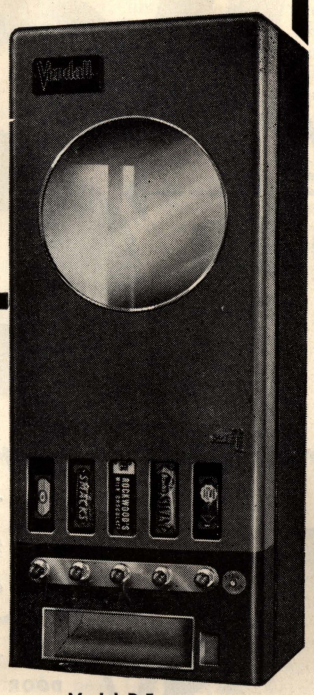
Available in floor or wall models (with wall bracket Colors—tan, white, green or gray. Special colors at slight additional cost.



Stoner Mfg. Corp. Aurora, Ill...

The Aristocrat Line

VENDALL
CANDY MERCHANDISERS
ALWAYS SELL *Fresh Candy*



Automatic Rotation of Merchandise
No Bar Shifting
√ **31 SHELF CAPACITY COLUMNS**
For Fastest Selling Candy
√ **TWO MODELS**

D-8 Eight Columns	D-5 Five Columns
168 Shelf Capacity	107 Shelf Capacity
Only 25" Wide	Only 17" Wide
√ **$155**	**$115**

CAPACITY OF BOTH MODELS CAN BE INCREASED
At Small Extra Charge
All Prices F. O. B. Factory. Bases Extra.

Proven Mechanical Performance

Model D-5 Base Extra Write **$115**

VENDALL COMPANY
2323 WOLFRAM STREET CHICAGO 18, ILLINOIS
PHONE: HUMBOLDT 6600

INGREDIENTS

(Continued from page 47)

perts in different fields, suggested that prices are still going up.

This reviewer has repeatedly "stuck his neck out" in pointing out that prices of chocolate, sugar, etc., will advance, instead of the much desired decline. That rising trend is still taking place.

At the time of this review, the price outlook shows a definite upward trend in prices generally, a trend that is expected to last the rest of the year.

Farm crops have almost regained the big loss of last February but crop reports at the moment suggest prices may turn downward on many items late in the year; Congress passed a parity price support bill which will not permit a crash in farm prices. Fruits will show more price declines than anything else.

A review of reports on the various ingredients used in making merchandise is as follows:

Butter—On the day of this review, butter was advancing in the big markets; prices had increased slightly for a week, and the general trend for the past month had been gradually upward. General outlook is for upward movement. Future butter trading for November is near an all-time high in price.

Chocolate — Candy manufacturers, after contending for many months for lower prices on chocolate and cocoa beans, have at last come to realize some adverse facts. This column has for more than a year pointed out that, on the best information available, there is not much hope for real price declines on chocolate because the cocoa bean supply has serious complications, much more than the British and Brazilian monopoly.

Buying of chocolate coatings at the national convention of candy manufacturers was heavy, when they realized the situation; buying had been slow for many months. On July 1 cocoa prices jumped the limit and the trend is still upward; trend for the past month has been slightly upward. By July 1 most of the African crop had been marketed and hopes for extra supplies for the U. S. were dashed. World supply is about 20 per cent below prewar, warehouse supplies are below last year and reports say the market supply will be tight for months to come. *Wall Street Journal* recently said, "Costly cocoa will make candy eating more expensive later this year."

This publication has pointed out that cocoa and sugar supply for the U. S. is dependent on a very explosive labor situation in the major producing countries. News reports recently mentioned that riots had occurred in the cocoa regions of West Africa. The seriousness of the situation cannot be given in detail here, but it must be regarded as increasingly serious.

Cocoanut — Government report shows that shipments from the Philippines for the first five months of the year were off 30 per cent. Shipments from the East Indies are gaining slowly. General price trend has been downward for the last month.

Coffee—Purchases of caffeine by soft drink trade show seasonal trend. Ice cream trade is using more coffee flavor and candy trade is increasing its use of the flavor. Coffee prices trend slightly downward.

Corn Products—Interest in reports on the growing crop overshadow the present markets. Outlook is for a bumper crop which should reduce prices on corn products used in candy, ice cream, etc. Suppliers of dextrose have reported many candy plants as closed for the summer, but demand from canners and bankers has kept a brisk trade in the item. Demand for corn starch slowed up recently, while demand for syrups has been active; increase in cane sugar price recently has helped demand for corn products.

A trade report shows demand for corn products from candy and chewing gum makers was down about 17 per cent for the first few months of the year; ice cream trade use was off about 70 per cent. Many firms were said to be waiting for a price decline on corn products.

Edible Oils—Market trends on most oils were sagging in June and early July did not show any important change. Cocoanut oil has been declining in price; output in June was well above sales. Peanut oil declined in price from May but is now holding level; production in June was well above consumption. Corn oil prices are declining. Soybean prices are steady and supply normal; output in June was much below use for the month.

Eggs—Markets on most types of eggs were steady during June, except that dried egg market was slow. Liquid egg production is below last year. Eggs in storage are well above last year for the first half of the year. Price trend is easing.

Flavors — Price trends have turned steady, after showing declines for the first half of the year. Manufacturers are said to have high inventories of flavors, however, so demand is light. Suppliers expect a stronger demand by Sept. Report suggests the flavor trade will cut production rather than let prices fall more.

Flour — Production began to gain in April but is still below last year; price is near the low for the year, and new wheat crop is encouraging. Cookie manufacturers say shortening is still important item in costs.

Honey — Government report for June

FOR THE NEW
5 and 8 Column
VENDALL CANDY MACHINES
in
Southern California
and
The Hawaiian Islands
Contact
•
Weymouth Service Co.
4955 Santa Monica Blvd.
Hollywood 27, Calif.
Phone: OLympia 1951

says honey demand is still slow and prices were lower in some areas; honey crop outlook this year is for smaller production. Honey producing states in order are Iowa, Minnesota, California, New York and Texas.

Milk—Present prices are at a record level and current reports suggest they may remain high for the year. Ice cream trade is most worried about big decline in milk production. Much of the experimental work in candy is with dry milk solids, especially on what dry milk powders have to do with keeping qualities of candy. Output of dry milk products has been showing good increases.

Mint Oils — Prices on peppermint oil were holding up even though reports on new crop indicated a good supply. In June, crop reports began to conflict and at the time of this review, a definite suggestion on probable price trends was not available.

Nuts—Outlook for new peanut crop generally favorable, some states even better than last year; demand and sales light in most areas, and prices steady. Nut market in New York is seasonally dull. Early report on Calif. almond crop is that it will be below last year, probably a 60 per cent crop.

Raisins — Demand is increasing and prices are advancing; supply is said to be below trade need; new pack moves in October.

Soybeans — Price trend slightly downward on basis of new crop. Some of the experiments in the candy trade use soybean products with dry milk and the outlook is promising. Makers of soybean products were active at the recent national candy trade convention.

Sugar—Strike of sugar workers in Cuba was recently postponed when the government froze wages; this column has mentioned this explosive situation before. Sugar prices are now advancing and some market experts fear consumers may start buying against higher prices this fall. Both raw and refined sugar are holding at firmer price levels. Price on 1949 futures are slightly below 1948 futures which indicates confidence in the next crop. One major sugar firm says it is unlikely that sugar will again sell at old-time levels.

Tobacco—Export of tobacco for the European aid program and extension of government price supports indicates that leaf tobacco prices will remain high. Crop reports thus far are favorable. Rumors that manufacturers may consider another price increase on cigarettes, due to high tobacco costs, are being revived.

Vanilla—Mexico has the largest vanilla supply in history and candy and ice cream trades are being told they need fear no shortage this year. Dry weather has hurt the outlook on the new crop for next year, however.

Every Top Location Yours for the Asking with . . .

The KEENEY DELUXE ELECTRIC
CIGARETTE VENDOR

★ STARTLING STREAMLINED BEAUTY AND BRILLIANCE CAPTURE TOP LOCATIONS AT WILL.

★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay, and two solenoids.

★ SUPER CHANGE MAKER (optional). Handles nickels, dimes, and quarters. Returns a nickel on 20c sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.

★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns, (front and rear) dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.

★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.

★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

On Display at all Keeney Distributors

J. H. Keeney & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Mfrs. Mum On Cig Price Increase

NEW YORK—A blunt question on whether cigarette prices might soon be increased brought no information from J. W. Andrews, president of Liggett & Myers Tobacco Co., at a recent meeting of stockholders.

Andrews reported on estimated sales of Chesterfields and other products for the first half of 1948, being probably the first cigarette maker to issue a report on the first half of the year. Earnings of the company were at least as good as for the period last year, Andrews said, and he promised more data which will probably be out by the time this issue is in the hands of readers.

The stockholders of the firm making Chesterfields had been told that leaf tobacco costs for the next crop would be higher than on last year's crop, and that brought the question on possibility of another increase in cigarette prices at the wholesale level.

Rumblings of possible price increase on cigarettes at the wholesale level have been current for some time, and readers of AUTOMATIC VENDING have been informed at intervals of these rumblings. Such a move would be the second increase by manufacturers since the end of the war (previous increase was in Oct. 1946).

Prospect of a cigarette price increase may have also been given some weight when Bayuk recently announced price increases on some types of Phillies cigars. Other cigar makers are expected to follow the example, and the move is certain to increase the price pressure in the cigarette field.

The recent action of Congress in extending government price support on leaf tobacco also has weight in the general problem of increasing cigarette prices. All of the major cigarette companies have emphasized the high cost of leaf tobacco in their reports to stockholders for the last two years, and many have regarded this information as preparing the way for probable price increases.

A general price increase on cigarettes would begin to raise serious problems for operators of cigarette vendors in some states and cities, due to high taxes on the product. A recent example has occurred in Louisiana, when a three-cent increase in the state tax on cigarettes has made it necessary to raise

the retail price above 25 cents, if a profit is to be made.

Selling cigarettes at a price above 25 cents per pack poses a mechanical problem more serious than tax and price changes have compelled in the past. Due to the fact that state and city taxes on cigarettes are increasing in number and amount, a price increase by manufacturers would bring a problem for operators in states other than Louisiana.

The general view is that the public would pay higher prices for cigarettes, if necessary, although the U. S. Dept. of Commerce is on record with a warning that the peak of cigarette sales may come at any time now, if the cost of living begins to pinch smokers too much. The Dept. says smokers will save on clothing and even car expenses before cutting down on smokes.

In the background, there are a lot of pros and cons on the question of tobacco costs in making cigarettes. Some spokesmen for manufacturers have said tobacco costs account for as much as 70 per cent of the production cost of cigarettes. The U. S. Dept. of Agriculture issued a bulletin in 1945, giving a breakdown on cigarettes, and tobacco cost is put as a minor part of the total.

Tobacco leaf prices were cut sharply by buyers in the midst of the market season in 1946. Rumors suggested a similar move by buyers at the height of the buying season of 1947 but the newspapers in tobacco states and *Tobacco Weekly*, a trade paper, flatly warned manufacturers that such a step might prove "disastrous." So tobacco leaf prices in 1947 set a record, much above parity prices on good grades.

It now appears cigarette makers may be considering a price increase as the best way out in an era of generally high costs. Earnings of the companies in the first half of 1948 may be the deciding point.

MERCHANDISE

(Continued from Page 37)

ette output in April put the total at 16.5 per cent above a year ago. For the ten months of the fiscal tax year, total cigarette output was 4.3 per cent above the same period a year ago. Output also climbed about 10 per cent in April over the month of March. Dept. of Agriculture estimates that cigarette consumption for current fiscal year may run as high as 375 billion, saying that high personal income level keeps the consumption up.

Annual report of Philip Morris, released in June, showed sales in U. S. as making good gains but foreign sales of the brand were off. FTC hearings on the long standing case against Luckies for its advertising, condemning use of "toasted" and the "two to one" choice of tobacco experts, were recently completed and verdict may come at any time.

Cookies—National Biscuit took the recent news spotlight, with its expansion plans, etc. Eight new plants are planned and two should be finished in 1948; new plants will be used chiefly to increase output of soda and butter crackers. Firm reported prices are now about 5 per cent above last year but no further increases are expected—unless materials also advance. Cost of raw materials is now about 30 per cent of total expense.

Coffee—Spot market began showing some declines in June and futures trading for July held steady for a period of at least two weeks; Brazil was supporting its prices to prevent further declines.

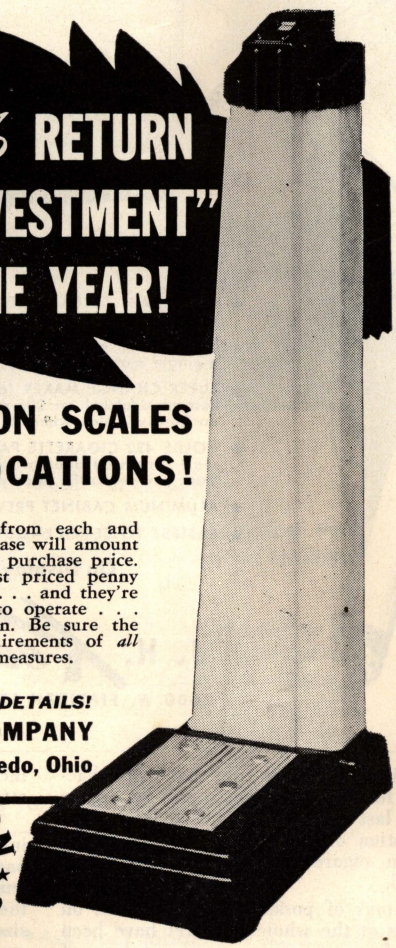
Frozen Foods—Recent reports emphasize fact that the trade has improved its distribution and can now begin to build up sales again. The weeding out process is finished, trade leaders say. Prices on equipment still remain high.

Ice Cream—Government reports show April output of ice cream made good seasonal gains over March, but that total was 5 per cent under year ago. Output for first four months of the year is 9 per cent under the same period a year ago, but is 31 per cent above the 5-year average for the period. Ice cream trade reports that temperatures in April were seasonally normal for most parts of the country, that butterfat content of ice cream was slightly below the first three months of the year. States showing gains in ice cream output were Ind., Ill., Wis., and Okla. Pacific Coast states had biggest drop in output compared with April last year. June was dairy month for the nation and big booster campaign for ice cream was heralded in *Saturday Evening Post* (June 26) with a full page ad in color.

Juices—Chicago market on citrus juices still described as unsettled, with wide variations between unknown brands and the best advertised brands. Retail stores still offer 46-oz. orange juice at bargain prices, although wholesale trade does not warrant reduced prices. One chain has recently offered two 16-oz. cans of grapefruit juice at 25 cents. Dept. of Agriculture estimates that consumption of juices has been gaining steadily since 1943 and that 1948 use will show good gains, per capita use quadrupling that of the prewar period. Florida trade reports that 1948-1949 season production will be somewhat smaller than that of the season just ending; orange outlook is for 72 per cent of a full crop, and grapefruit at 69 per cent of a full crop.

Peanuts—Crop report for June 1 gave Virginia-Carolina region as generally good, but stands in some areas about 75 per cent; the market for shelled peanuts is improving.

"OVER 50% RETURN ON YOUR INVESTMENT" WITHIN ONE YEAR!



...WITH HAMILTON SCALES IN AVERAGE LOCATIONS!

The annual net cash return from each and every Hamilton scale you purchase will amount to 50% or more of its original purchase price. Hamilton Scales are the lowest priced penny weighing scales on the market . . . and they're attractive, accurate, and easy to operate . . . available in white, blue, green. Be sure the scales you buy meet the requirements of *all* state bureaus of weights and measures.

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WESTERN REPRESENTATIVE

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PUT IN CANDY PULL OUT CASH

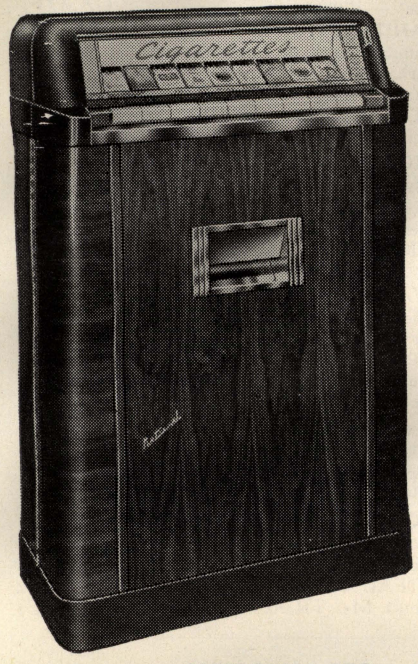
Get Started on BIG PAY Vending Route. No experience needed. Work full time or spare time. New SILVER-KING Vender dispenses either nuts or candy. A real money maker that works for you every hour. Develop a regular route that pays big, steady income whether you work or not. Vending machines becoming more popular every day. And of all Vending Machines, SILVER-KING is the way-out-in-front favorite! FREE! Get facts now without a penny's cost or obligation. Just write or send Post Card to **SILVER-KING, 622 Diversey Parkway, Dept. MR-2, Chicago 14, Ill.**

Now, you can equip all postwar

NATIONAL

CIGARETTE MERCHANDISERS

with Automatic CHANGE-MAKER



NATIONAL 9EC

Sensational new Electrically-operated Console-Type Cigarette Merchandiser with built-in Change-Maker and other exclusive NATIONAL features. Accepts nickels, dimes, quarters—returns 5c or 10c change.

NATIONAL always looks ahead... always protects the Operator. All NATIONAL Postwar Merchandisers are built to accommodate mechanical improvements as they come along—next week, next month, next year. That's why NATIONAL'S marvelous new nickel Change-Maker can now be added to any Postwar NATIONAL Cigarette Merchandiser. NATIONAL keeps coming up with sensational mechanical improvements... without making your present NATIONAL Merchandisers obsolete — without impairing your investment. Look at NATIONAL Merchandisers . . . study NATIONAL policies... and you'll find it pays to operate NATIONAL.

NATIONAL VENDORS, Inc.

5055 NATURAL BRIDGE AVE. • ST. LOUIS 15, MO.

ED. BROWN, Inc.
2808 McKinney Ave.
Dallas 4, Texas

L. H. CANTOR, Inc.
11219 Superior Ave.
Cleveland 6, Ohio

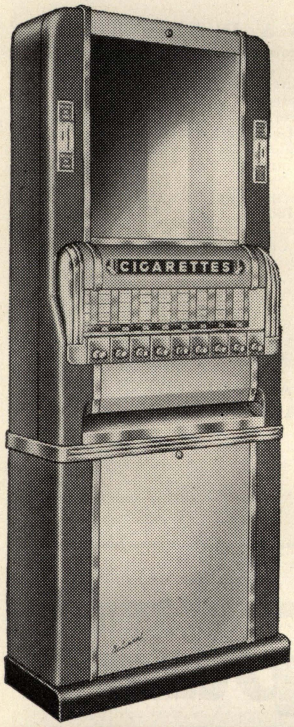
WALTER J. CUTCLIFFE
173 Peters St., S. W.
Atlanta 3, Georgia

JACK G. KELNER
3728 W. Division St.
Chicago 51, Illinois

E. C. McNEIL
713 So. Westmoreland
Los Angeles, Cal.

MARVIN L. PIERSON
5055 Natural Bridge Ave.
St. Louis, Mo.

WEIDMAN NATIONAL SALES
5911 Fourth Ave.
Detroit 2, Mich.

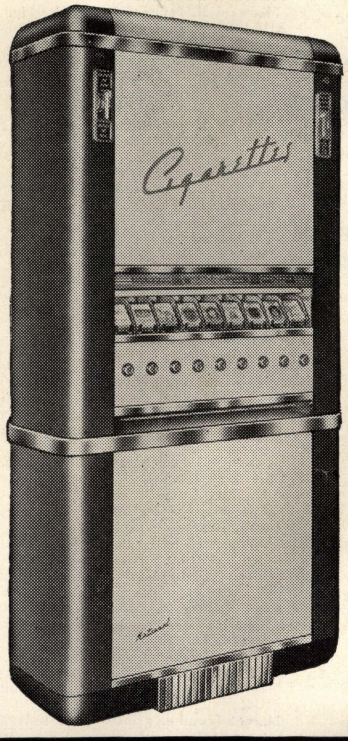


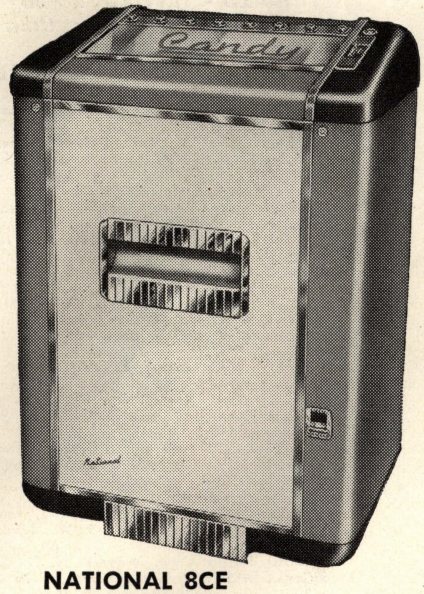
NATIONAL 9M

The finest Manually-operated Conventional-Type Cigarette Merchandiser. Can be equipped on location with NATIONAL'S marvelous new nickel Change-Maker. Another NATIONAL "First" and "Exclusive."

NATIONAL 9E

As it stands, the finest Electrically-operated Conventional - Type Cigarette Merchandiser. And now you can make it still more modern, still more efficient —by equipping it with the new NATIONAL nickel Change-Maker.





NATIONAL 8CE

America's only Electrically-operated Console-Type Automatic Merchandiser for Candy, Cigarettes and other items. Another NATIONAL headliner.

only NATIONAL MERCHANDISERS are truly AUTOMATIC!

BARGAIN Mart

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS
Tubular 1c, 5c, 10c and 25c guaranteed heavy paper, 75c thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

CIGARETTE AND CANDY VENDING Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6416 N. Newgard Ave., Chicago 26, Ill. (FMA-P) (TF)

NEW AND PRECISION REBUILT
LoBoy Scales, International Ticket Scales, 5c Selective Bar Vendors, ball gum, stick gum, and nut machines. Free price list. ADAIR COMPANY, 6928 Roosevelt, Oak Park, Ill. (TF-C)

ADVANCE SANITARY NAPKINS
and Latex Machines and merchandise for these machines. Also, all other than this to suit your needs. J. SCHOENBACH, 1645 Bedford Ave., Brooklyn 25, N. Y. (J-C)

SCALES WANTED
Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

CHARMS DOUBLE, TREBLE PROFITS
in Bulk Vendors! Write quickly for details. Lowest prices on plastic and metal charms, stone and cameo rings, gold and silver wedding rings, knives, dice, jacks, skulls, balloons, bells and jumping beans. BECKER VENDORS, 105-4 Dewey, Brillion, Wis. (TF-C)

DECALCOMANIA TRANSFERS
Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

CIGARETTE MACHINES FOR SALE
All makes, all models, completely overhauled and refinished. We buy cigarette machine equipment. CENTRAL VENDING MACHINE SERVICE CO., 3967 Parrish Street, Philadelphia 4, Pa. EVergreen 6-4244. (J-P)

BE INDEPENDENT
Own a route of Latex Vending Machines. Large returns for small investment. We have Latex for any type prophylactic vending machine. Write for prices and information. FOWLER DISTRIBUTING CO., 3030 Crooks Rd., Pontiac 6, Michigan. (JASO-P)

FOR SALE
1200 five-cent Advance Bus and Theatre machines. Vends 6 five-cent rolls Life Savers, etc. $1500 takes lot. Will require assembling. OPERATORS VENDING MACHINE SUPPLY CO., 1023 South Grand Ave., Los Angeles, Calif. (J-C)

CANDY MACHINES
15 U-Select-It 5c Candy Machines, model 72, rebuilt and newly painted, at $35.00 each. 30 per cent deposit with order, balance C.O.D. ILLINOIS MECHANICAL CANDY SALES, 1148 West Van Buren Street, Chicago 7, Illinois. (JASO-P)

SANITARY NAPKIN MACHINES
Sanitary napkins, Latex machines, Latex, also packages for all napkin and Latex machines. Service—Quality. The BEST for LESS. SANITEX COMPANY, 14182 Meyers Road, Detroit 27, Michigan. (AMJ-C)

DIGGERS
Mutoscopes Roll Chutes, Fan Fronts, Exhibit Iron Claws, Models E, F and G's, Merchantmen Rotary Merchandisers (Pushers). NATIONAL, 4243 Sansom, Philadelphia, Pa. (A-P)

WANTED
Packard Hideaways. Give serial and quote lowest cash price and condition. ALPHA DISTRIBUTING CO., 1025 North Highland Ave., Hollywood 38, Calif. (A-C)

REST ROOM LOCKS
For Service Stations—Operates on 1c, 5c or 10c. Profitable Sideline for Vending Machine Operators. COIN LOCK MFG. CO., INC., 2300 Colima Road, Whittier, Calif. (ASO-P)

FOR SALE
Strikes & Spares (10) $348 each, as is. All with new cables crated; $10 less uncrated. IDEAL NOVELTY, 2823 Locust St., St. Louis, Mo. FRanklin 5544. (A-C)

SOURCE BOOK CORRECTIONS

June 15 - July 15, 1948

Add the Following, Unless Otherwise Noted:

1. MANUFACTURERS & SUPPLIERS

Craig Machine Co., Inc., Danvers, Mass.
General Vending Machine Corp., 549 W. Washington Blvd., Chicago, Ill.
G & P Engineering Co., Inc., Dallas, Texas.
Henry Valve Co., 3260 W. Grand Avenue, Chicago 51, Ill.
Holli-Ware Mfg. Co., Chicago, Ill.
International Ticket Scale Corp., 17 E. 45th St., N. Y., N. Y.
Howard B. Jones (Div. Cinch Mfg. Co.), 2640 George St., Chicago, Ill.
Arnold C. Kennedy Enterprises, Rt. 1, Box 361, San Bernardino, Calif.
Master Craft Decalcomania Co., 521 W. Monroe St., Chicago, Ill.
The Mercoid Corp., 4201 Belmont Ave., Chicago 41, Ill.
Min-it-Pop Co., Shreveport, La.
Murre Companies, Inc., Buffalo & Atlantic Avenues, Egg Harbor City, New Jersey.
Pacific Coin Lock Co., Suite 320, 725 S. Spring St., Los Angeles 14, Calif.
Potter & Brumfield Mfg. Co., Princeton, Indiana.
D. B. Rich Mfg. Co., 6217 N. Melvina Ave., Chicago 30, Ill.
Scot Industries, Chicago, Illinois.
Toombs Candy Co., 1st Street, Vidalia, Georgia.
Uneeda Shine Machine Co., 505 W. 42nd St., N. Y., N. Y.
Wesson Distributing Corp., Newark, N. J.
Wico Corp., 2913 N. Pulaski, Chicago, Ill.

2. CLASSIFIED INDEX OF MACHINES, SUPPLIES AND SERVICES

BEVERAGE DISPENSERS
  Bottle-type
  General Vending Machine Corp.
  G & P Engineering Co., Inc.
BULK VENDORS
  Holli-Ware Mfg. Co.
CANDY BARS & PACKS
  Toombs Candy Co.
COIN CHANGERS
  Bell Products Co.
DECALCOMANIA TRANSFERS
  Master Craft Decalcomania Co.
ICE CREAM VENDORS
  Craig Machine Co., Inc.
LIGHTER FLUID VENDORS
  Wesson Distributing Corp.
MIRRORS
  Murre Companies, Inc.
NUT VENDORS
  Holli-Ware Mfg. Co.
PARTS & SUPPLIES
  Howard B. Jones, Div. Cinch Mfg. Corp.
REPAIRS & MAINTENANCE
  D. B. Rich Mfg. Co.
SCALES
  International Ticket Scale Corp.
SHOE SHINING MACHINES
  Arnold C. Kennedy Enterprises
  Uneeda Shine Machine Co.
SHUFFLE BOARDS
  General Music Co.
  Golden Gate Novelty Co.
  Rock-Ola Mfg. Corp.
SOLENOIDS & SOLENOID ASSEMBLIES
  Henry Valve Co.
SWITCHES
  Mercury
  The Mercoid Corp.
TIMING DEVICES
  Potter & Brumfield Mfg. Co.
TOILET LOCKS
  Pacific Coin Lock Co.

3. TRADE MARKS & NAMES

Aces (free play)—Scot Industries
Ali Baba (5 ball game)—D. Gottlieb & Co.
American Eagle (counter game)—Scot Industries.
Auto Changer (built in change maker)—Rowe Mfg. Co.
Carnival (5 ball game)—Bally Mfg. Co.
Chieftain (beverage dispenser)—General Vending Machine Corp.
Choice-Master (ice cream vendor)—National Servitors, Inc.
Cleopatra (5 ball game)—Marvel Mfg. Co.
Cubs (free play)—Scot Industries
Duo-Mat (ice cream vendor)—Revco, Inc.
Gold Cup (free play)—Bally Mfg. Co.
Jumbo (beverage dispenser dual flavor)—General Vending Machine Corp.
Kandy King—Holli-Ware Mfg. Co.
Leader (beverage dispenser)—General Vending Machine Corp.
Major League baseball (5 ball game)—United Mfg. Co.
Marvel (counter game)—Scot Industries
Master (beverage dispenser 1 flavor)—General Vending Machine Corp.
Midget (beverage dispenser)—General Vending Corp.
Nut Bowl Jr.—Holli-Ware Mfg. Co.
Olde King Cole (5 ball game)—D. Gottlieb & Co.
"Pop 'N' Hot" (popcorn vendor)—Hume-Hagenson Corp.
Rancho (5 ball game)—Bally Mfg. Co.
Rondeevoo (5 ball game)—United Mfg. Co.
Shine-Easy (shoe shine machine 4 colors)—Arnold C. Kennedy Enterprises.
Shuffle King—Golden Gate Novelty Co.
Sweetette—Holli-Ware Mfg. Co.
Uneeda Shoe Shine Machine—Uneeda Shine Machine Co.

4. JOBBERS & DISTRIBUTORS

Allied Distributors, 417 S. 12 Ave., Portland 5, Oregon
Berry Amusements, San Jose, Calif.
C. Hafford, Riverton, Kansas.
C. G. Hansen, Port Orchard, Wash.
Massage-O-Mat Co., 345 E. 23 St., N. Y., N. Y.
Midwest Distributors, Coldwater, Mich.
Steele Distributing Co., 3300 Louisiana St., Houston, Texas.
Trout Music Distributing Co., 1157 English Ave., Indianapolis, Indiana.
Turner Sales Co., Huntington, W. Virginia.
Unique Co., La Crosse, Wisconsin.
Wesson Distributing Corp., Industrial Office Bldg., 1060 Broad St., Suite 466-67, Newark, N. J.
Western Specialty Co., 4028 Broadway, Kansas City, Mo.
CORRECTION:
Williams Distributing Co., 52 N. Third Ave., Arcadia, Calif., AT 7-6993.

5. ACTIVE ASSOCIATIONS IN THE COIN MACHINE INDUSTRY

DELETE:
Allegheny Cigaret Service, operating organization not active association of operators.
CORRECT:
Music Guild of America, 100 Astor St., Newark, New Jersey.

43

Expand WITH NEW MACHINES

3 REASONS WHY

ZENITH COBRA TONE ARM

Tone that stimulates extra play... sensational savings in record wear

The contribution of the Zenith Cobra Tone Arm to Wurlitzer 1100 tone means music so realistic that it stimulates continuous extra play and profits. At the same time it provides 95% record fidelity after 2000 plays—sensational savings in record and needle wear—more money for Wurlitzer Music Merchants.

"QUICK-AS-A-FLASH" REPLACEMENT UNITS

Amazing Savings in Service Time

All important electrical and mechanical parts in the Wurlitzer 1100 can be removed and replaced from two to a hundred times faster than ever before. Important savings in service time—more money for Wurlitzer Music Merchants.

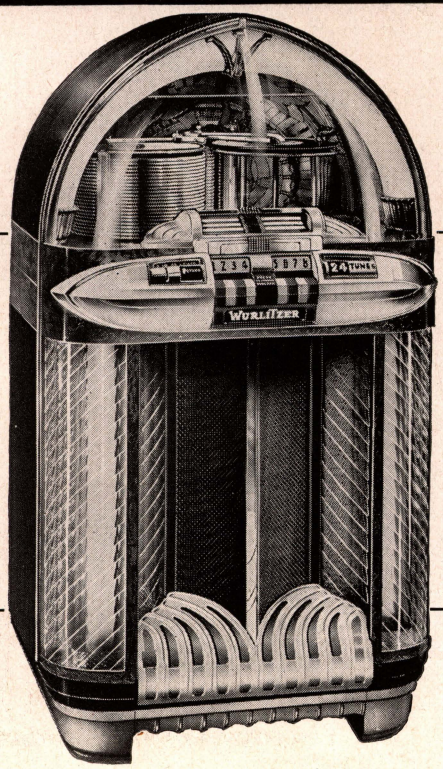
WURLITZER 1100s

OUT-EARN ALL OTHER PHONOGRAPHS

OPERATORS REPORT SAVINGS UPWARDS OF $175 A YEAR

Equivalent to $700 off the original purchase price in four years

Operators report that the *savings* in records and operating costs on the Wurlitzer 1100 will run as much as $175 a year. That amounts to $700 in four years—equivalent to a substantial reduction in the purchase price. It makes the 1100 the greatest phonograph value ever offered operators. *In addition to these savings* in records, needles and service, because of its tremendous public appeal, the Wurlitzer 1100 pays Wurlitzer Music Merchants a precedent-shattering high return. *Again* more money for Wurlitzer Music Merchants.

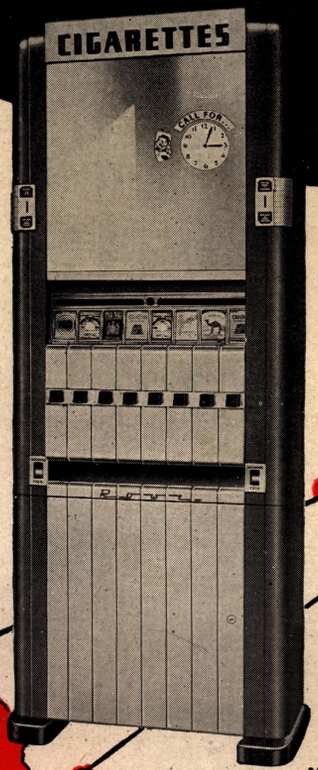


CLARK DISTRIBUTING

Exclusive WURLITZER *Distributors for the Pacific Coast*

SAN FRANCISCO	LOS ANGELES	SEATTLE
415 Brannan St.	1854 S. Western Ave.	906 Elliott Ave., West
SUtter 1-5342	REpublic 4155	GArfield 0427

NATION-WIDE ACCLAIM!



YAKIMA

"... It saves time and money to have the parts so easily accessible as they are in the Diplomat." *Paul Mercy, The Automat Company.*

OAKLAND

"... The simplicity of electrical operation and easy maintenance make the Diplomat tops with me." *Jim Roberts, Oakland Cigarette Service.*

LOS ANGELES

"... Orchids to Rowe for the finest electric machine on the market." *E. G. Chandler, Rowe Service Co.*

"Fewer repair calls saves money ... and increases good-will." *J. Renz Edwards, Cigarette Service Co.*

"We're proven that ... your Diplomat is a great location-getter." *Paul Pressley, Automatic Cigarette Sales.*

"I like the clock. It draws attention to the machine and helps make more sales ..." *Tom Vaughn, New Orleans Cigarette Service.*

"My locations ... are enthusiastic about the Diplomat because it eliminates the nuisance of making change." *Hugh Howes, Howes-Shoemaker.*

"We find that purchasers appreciate the quick, smooth delivery and change-making feature ..." *Lou Risman, Mystic Automatic Sales.*

"Your Diplomat is priced right ... and can be used in many locations, not just a few." *Harold Jacobs, Herald Vending Co., Inc.*

"The Change-Maker feature of the Diplomat has increased sales as much as 20% ..." *Harry Rosen, Allegheny Cigarette Service.*

"We're enthusiastic ... with the all around performance of the Diplomat." *W. D. Wagers, House of Crane.*

"The Diplomat's ... modern design and colors harmonize with locations." *John Saxon, Ace-Saxon, Inc.*

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NEW YORK
KANSAS CITY
PITTSBURGH
INDIANAPOLIS
ST. LOUIS
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For a better buy, better buy Rowe.
Order now, for early delivery.

The Rowe DIPLOMAT

ROWE MANUFACTURING CO., INC., WHIPPANY, NEW JERSEY

Sales Office: 31 East 17th St., New York 3, New York

World's Leading Manufacturer of Automatic Merchandising Equipment—Member, National Automatic Merchandising Association